JUNE 15, 1942 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

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JUN 15 1942
DETROIT

Why did a pair of pants shock a secretary named Miss Laverty?

WOR tells you the whole sordid story on page 19

"GENTLEMEN: LISTENERS ARE WEARING OUT THE WLS PUSH BUTTONS ON OUR SETS IN THE MID-WEST!"

"IT'S small wonder, Mr. Chairman," we might add, for it seems everybody in Mid-West America listens to WLS. For example:

Five thousand (5,098 to be exact) listeners responded to an offer by a tobacco advertiser. Each sent two labels and 35c for a premium, offered on 18 noontime news broadcasts. That's proof of 10,196 purchases of this advertiser's product!

Here, then, is further evidence that WLS is *listened to* . . . and that *WLS Sells Goods* in Mid-West America. If you want more proof, just write and ask us . . . or ask any John Blair man.

WLS

CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

"New England's Own"

The YANKEE NETWORK

IT has been repeatedly and convincingly demonstrated that The Yankee Network has long been an integral, vital part of New England.

Here, with WNAC as key station, it was established nearly a generation ago as America's first regional network. Operation has always been under the same management, with all this implies in "native-born" knowledge of New England's particular customs, buying habits, and preference in radio.

Through the years, Yankee Network's "good neighbor" policy has created the firm friendship, listener loyalty and assurance of welcome that no "stranger from afar" can possibly possess.

Now, the extensive expansion plan of The Network will better serve listeners . . . all twenty key buying areas where stations are located . . . and advertisers, by augmenting the features that have gained and retained approval of the New England audience.

The resultant increased acceptance, added to the volume and character already possessed, will directly benefit sponsors. Yankee Network's coverage is selective and effective, intensive and comprehensive . . . it can do the job for you in 1942.

THE YANKEE NETWORK, INC.

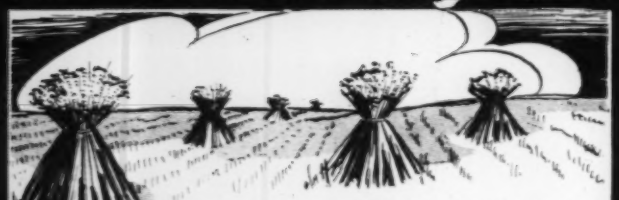
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

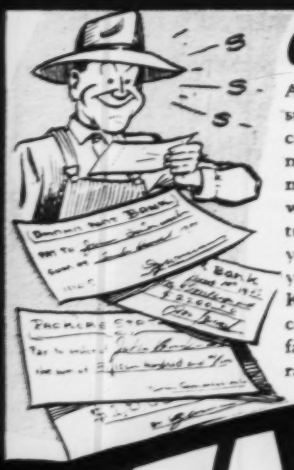
Pri-mary Read-er for Time Buy-ers



WHEAT Commonly known as Staff of Life. Nebraska farmers are ready to harvest a potential all-time record yield. And there's a demand for every bushel they have, at very satisfactory prices.

HORSES Reasonably expensive, four-legged beasts which have already replaced automobiles in many areas. Livestock men report that local orders alone are almost more than ranchers in Nebraska's vast rolling prairies can supply.

CORN Another of Nebraska's giant, "important money" crops; approaching, like wheat, an all-time record harvest. Already it's all spoken for; with farmers to receive their checks upon delivery.



CHECKS: A medium of exchange used where sums are too large to involve the convenient handling of actual money. Nebraska farmers receive many such fat checks which they will be happy to endorse and turn over to you in return for your products. *Tell* them what you sell, over "their" station, KFAB. You *need* KFAB to do a complete selling job in the rich farm markets throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS use **KOIL** OMAHA

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REP'R

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 22 • NO. 24 JUNE 15, 1942

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

MILLIONS *in* NEW *payrolls are listening to . . .*

WFLA TAMPA

NBC JOHN BLAIR & CO. NATIONAL REPRESENTATIVE

WFBM *The "Only" Station*

WFBM - the *only* Indianapolis radio station with a full-time farm editor

WFBM - the *only* Indianapolis radio station with a full-time news editor

WFBM - the *only* Indianapolis radio station with a full-time home economist

WFBM - the *only* Indianapolis radio station with a full-time dance orchestra

WFBM - the *only* Indianapolis radio station with exclusive merchandising and promotion services

WFBM - the *only* Indianapolis radio station with International News Service (plus PA and AP)

WFBM - the *only* Indianapolis radio station with local programs attaining high network audience ratings

WFBM - the *only* source of basic CBS programs for 400,000 radio homes

WFBM - the *only* Indiana radio station with more than 18 years of broadcasting experience.

These personalities, these features and these programs make Radio Station WFBM—the CBS station for Central Indiana—FIRST in the wealthy Hoosier market.

WFBM

"THE HOOSIER STATION"

REPRESENTED BY THE KATZ AGENCY, INC.

the Blue's

Here's our Revised Eight-Station New England Line-up to cover "Yankee Land" with Yankee thriftiness...

Soon the Blue's revised New England station line-up will go into action. It's planned on two principles that are important to you, both budget-wise and sales-wise.

1. STATION POWER FITS BUYING POWER.

Station power costs money. Your money. It should be used freely *only* where purchasing power is concentrated. It should be used sparingly where buyers for your product are few.

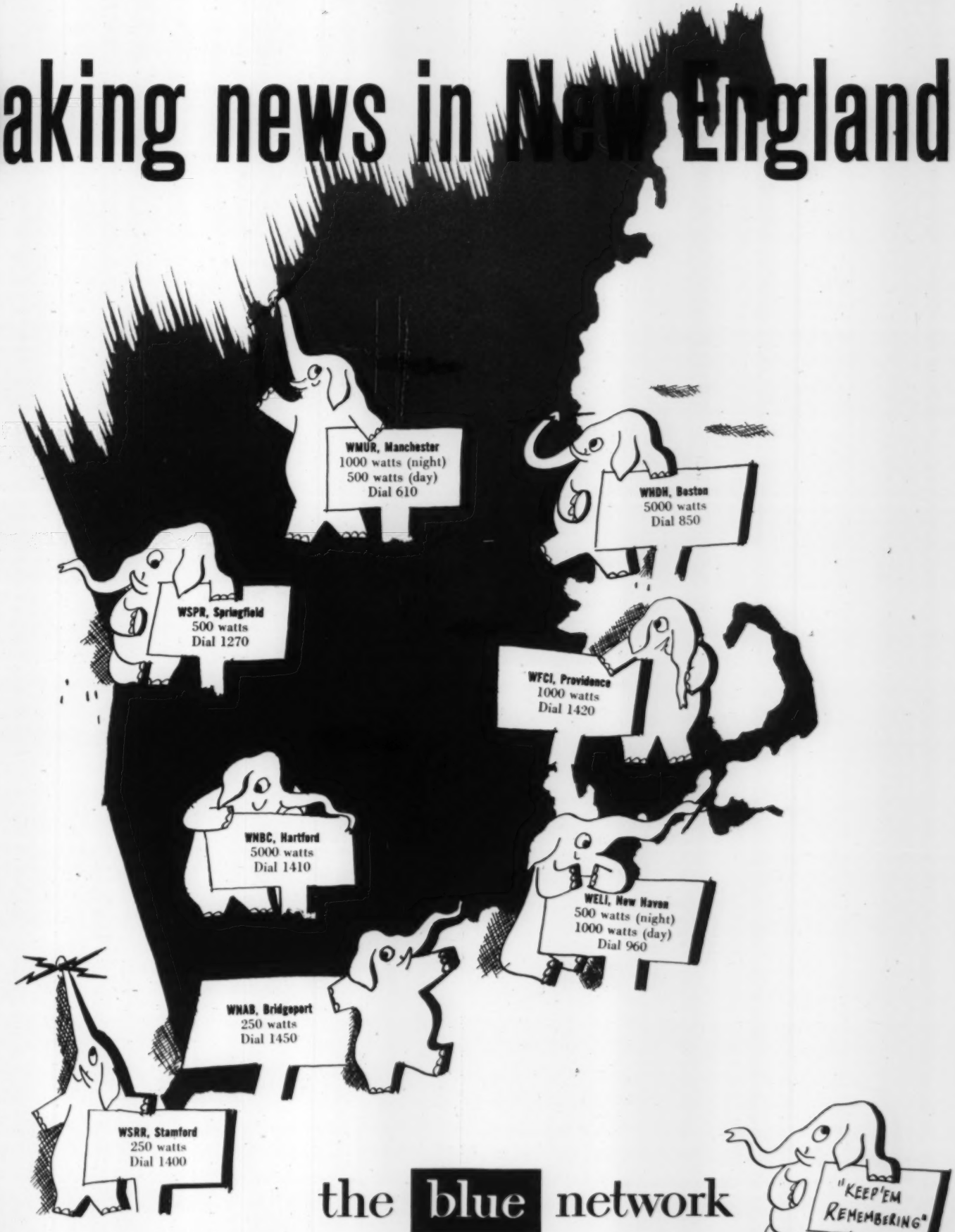
That's why, in revising our New England network, we were careful to match kilowatts and customers. The result is a power-pattern that conforms closely, and *economically*, to the contours of New England's buying map . . . and without costly excess coverage.

2. LOCAL INTEREST ADDS TO NETWORK INTEREST.

We wanted local station liveness to *add* to the liveness of the fast-growing Blue. And we got it. Sometime soon we'd like to give you the home-town popularity facts about these eight Blue stations in New England. They're worth knowing. For they reflect local interest that pays extra interest on your advertising investment.

Does this kind of realistic radio thinking make sense to you? Then why not call in your Blue salesman? In a very few minutes of your time, he can show you how in New England and throughout the nation, the Blue delivers *more listeners per dollar*. The Blue Network. A Radio Corporation of America Service.

's making news in New England



the **blue** network

The Blue's the Buy in

Few other states... in fact, just two other states... can top Connecticut's volume of war contracts.

But that's only half the story.

Connecticut was a blue-chip market before the first monster war order was signed. It will still be a blue-chip market after the last war contract is completed.

That's why your advertising dollars in Connecticut do *both* a war and a post-war job. Especially when those dollars work for you on these Blue outlet stations.

Because, in this blue-chip market, the Blue stations are the buy. They deliver the *most listeners per dollar.*

Glance at the accompanying map. Note how strategically these four stations cover Connecticut's areas of peak purchasing power.

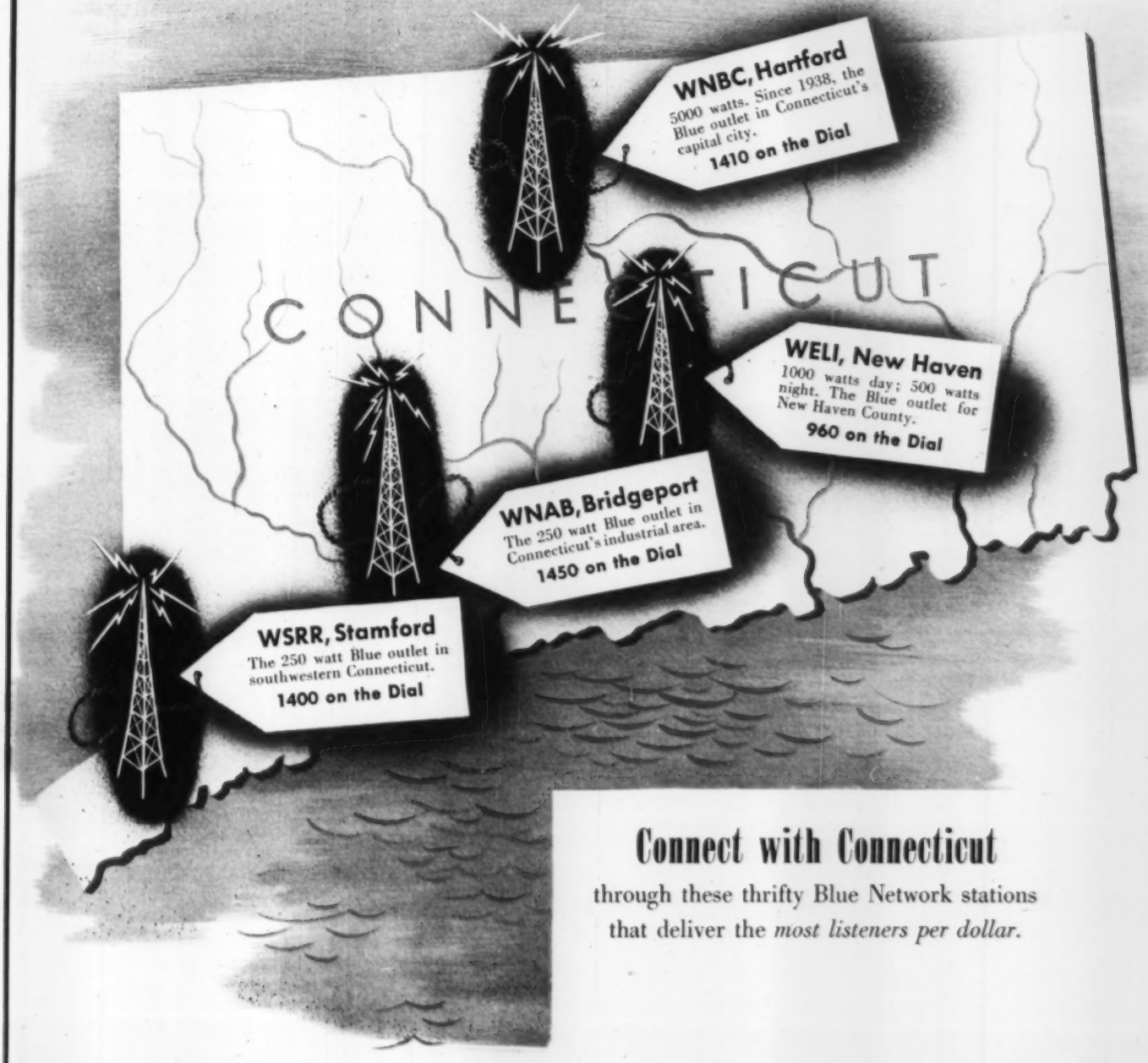
Better still, call their representatives, and listen to the *listening facts* about these stations. Learn how... to the liveness of the fast-growing Blue... they add the liveness of local popularity.

For spot work or network, you'll want

WSRR WNBC WELI WNAB

The Blue Outlets of Connecticut

in this blue-chip market


WNBC, Hartford
5000 watts. Since 1938, the Blue outlet in Connecticut's capital city.
1410 on the Dial
CONNECTICUT
WELI, New Haven
1000 watts day; 500 watts night. The Blue outlet for New Haven County.
960 on the Dial
WNAB, Bridgeport
The 250 watt Blue outlet in Connecticut's industrial area.
1450 on the Dial
WSRR, Stamford
The 250 watt Blue outlet in southwestern Connecticut.
1400 on the Dial

Connect with Connecticut

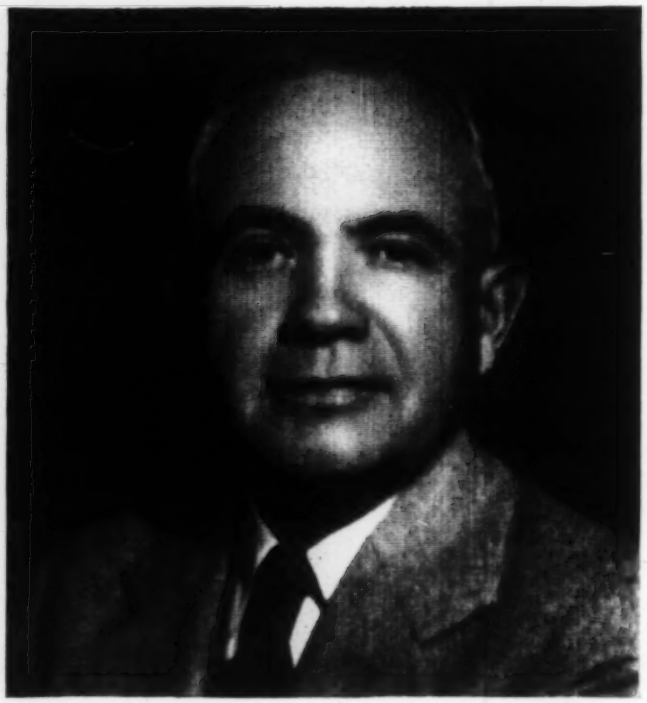
through these thrifty Blue Network stations
that deliver the *most listeners per dollar.*

XUM

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

EDGAR L. BILL

PRESIDENT AND MANAGER, WMBD, PEORIA



1911—University of Illinois
1913—Reporter, Bloomington, Illinois, Pantagraph
1916—Field Editor, Orange Judd Farmer
1919—Director of Information, Illinois Agricultural Assn.
1924—Director and Manager, WLS, Chicago
1924—Organized WLS Barn Dance
1927—Served six years as Director of N.A.B.
1931—Organized company and took over WMBD, Peoria
1935—Organized company and took over WDZ, Tuscola, Ill.
1939—Served first two years as Chairman of Code Committee, N.A.B.

ELEVEN YEARS AGO, when Ed Bill resigned from a big radio job in Chicago and took over a small, part-time, independent station in Peoria, most of his friends thought he had also taken leave of his senses. But Ed had some theories he wanted to test—theories on *station* service, *public* service and *personal* service in a medium-size market. Today Ed Bill and full-time, CBS affiliated WMBD are guiding influences not only in "The Heart of Illinois", but also in the entire radio industry. . . .

Much as the word has been worn bare and even abused in the jargon of business, real "service", to our mind, is still one of the rarest ingredients in American business life. It is rare because it depends upon a continuing will and energy to *work*—upon men who must have an almost creative urge to express themselves through *work*. And that kind of men are themselves rare.

Here at F&P we have, ever since our beginnings, determined that we should set the pace for *service* in radio representation. To that end we have built many facilities—but primarily we have equipped ourselves with *good men*. And these good men *make* the good service for which we are constantly striving, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
...IOWA...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
...SOUTHEAST...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
...SOUTHWEST...	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
...PACIFIC COAST...	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6674 · NEW YORK: 247 Park Ave., Plaza 5-2151 · SAN FRANCISCO: 111 Sutter, Sutter 4555 · HOLLYWOOD: 1512 N. Gordon, Gladstone 5949 · ATLANTA: 122 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 24 WASHINGTON, D. C., JUNE 15, 1942 $5.00 A YEAR—15c A COPY

Petrillo Bans All Recordings for Public

Industry Will Not Take This One Lying Down

AS SOME 700 musician-delegates howled in delight, James C. Petrillo, president of the American Federation of Musicians and one of labor's foremost radio-baiters, decreed last Monday at the annual convention of AFM in Dallas that recording and transcribing of music for public consumption must stop Aug. 1.

Mr. Petrillo made known his decree for the first time in his announcement to the convention, though there have been intimations in the past that he proposed to tax radio to the hilt. What will be the effect on radio? Nobody knows, for the time being at least. Until there is some amplification of what the musicians' czar proposes to do, and how, no predictions can be made.

They'll Fight This Time

One thing was regarded as certain, however. Neither broadcasters nor transcription companies propose to take it lying down, as they have been forced to do in the past in connection with hiring staff orchestras, union "platter-turners" and standby orchestras, whether they worked or not.

Mr. Petrillo is known to feel, whatever the effect, it will not be immediate. He believes the record and transcription libraries of all stations are well-stocked and that it would be a year or more before stations would feel the pinch. Stations and transcription companies, however, do not feel that way.

The AFM president also is known to consider this a fight between the union and the record and transcription companies and not with the broadcasting industry. Dance-hall juke boxes, it was indicated, are the No. 1 target. At least they got the first call in Petrillo's speech:

"We will make records for home consumption, but we won't make them for juke boxes," he said. "We will make them for the armed forces of the United States and its allies, but not for commercial and sustaining radio programs. We will make them at any time at the request of our commander-in-chief, the President of the United States."

Mr. Petrillo then recalled the meetings which AFM leaders had in 1937 with the recording companies, at about the time that negotiations with the broadcasting industry were started.

"They argued," said Mr. Petrillo, "that no one can stop progress. We argued that musicians faced a situation peculiar to themselves in that they make transcriptions which take their places. We said it was like the iceman making a mechanical refrigerator which would ruin his trade. They wound up with a battery of lawyers who told us we would all go to jail if we conspired to control the distribution of transcriptions.

"Well, I don't where we are going to land, but I know that the policy of recording is suicidal for our people. The time has come for the Federation to take matters in its own hands."

In this connection, Mr. Petrillo is known to be especially upset about the current AFM strike against Ringling Bros. circus. While the union is picketing the circus, the show goes on with music recorded by AFM members.

Petrillo's Report

Strangely enough, for the first time in many years not one of the 93 resolutions introduced by local delegates called for a ban on recording. The only resolution dealing with broadcasting called for payment of regular transcription fees when live shows were transcribed for delayed broadcast. Action was deferred until late in the week.

Mr. Petrillo had plenty to say about radio, however, in his printed annual report, distributed to the delegates the opening day of the convention. In the first place, he accused some broadcasters of taking advantage of the Federation's no-strike policy after Pearl Harbor. As soon as some broadcasters heard of this no-strike policy, he said, they started to reduce their expenditures for staff musicians. This forced the union, he said, to "withdraw" services at some stations.

"This definitely was not an unpatriotic action on our part, as we are not a defense industry," he commented. "The winning of the war did not depend on the uninterrupted maintenance of these few stations that were abusing the Federation because of our patriotic stand."

Mr. Petrillo commended MBS

Radio Drive Waits Naming of Board

Donovan Group Leases Transmitters for Propaganda

PENDING the momentrailly expected appointment by President Roosevelt of a three-man board to supervise the operation of this country's shortwave broadcasting system, thus far delayed because it is involved with the proposed appointment of a director of information who will head all of the Government's wartime information services, nothing but "paper work" has been done in preparation for an all-out American radio propaganda campaign aimed at enemy countries.

OCI Station Operation

Meanwhile, however, the Office of the Coordinator of Information (Donovan Committee), it was reliably learned by BROADCASTING, has undertaken to place the Government directly in the station operating field by leasing two transmitters in the New York area —one from Press Wireless Inc. and the other from AT&T.

These stations, revamped as radiophone outlets, are being used to implement the available privately operated shortwave setup with additional frequencies so as to fill the dial with as many U. S. stations as possible, and thus mitigate the problem of enemy "jamming".

The COI's own programs in various foreign languages are transmitted, along with programs picked up from other privately-owned shortwave stations linked in its so-called Bronze Network.

Hush-Hush Policy Prevails

Published stories that the Government, though the COI, was planning the establishment of a powerful broadcast transmitter in Alaska which would aim both short and medium wave programs into Japan, remain without verification. No knowledge could be obtained of a similar project reported for Hawaii, where the existing broadcast stations are operating under closest military surveilliance.

A complete hush-hush policy prevails at the Donovan Committee, where Robert E. Sherwood, playwright and associate director in charge of radio, is reportedly working on radio expansion plans. Neither he nor any of his staff, including his technical radio aide, Murry Brophy, ex-CBS artist bureau representative in San Francisco, could be reached for comment on reports and rumors now current.

From highest FCC and DCB sources it was learned that nothing definite has yet been laid out, so far as Alaska and Hawaii are concerned—and if any new stations are to be established in those territories, their frequency assignments and power would necessarily clear through FCC-DCB Chairman Fly's office.

Col. William J. Donovan, it is expected, will shortly be given a commission as a brigadier general in the Army. It is expected that under the information reorganization, part of his agency's functions will be taken over by the new director of information. Mr. Sherwood and his radio setup are slated to go into another agency which in turn will come under the new director of information.

The proposed three-man radio board would consist of an appointee from the FCC, one from the remnant of the Donovan Committee and one from the Office of the Coordinator of Latin American Affairs (Rockefeller Committee). They would determine the opera-

(*Continued on page 65*)

for withdrawing musical network programs from WSIX, Nashville, and said he hoped CBS and NBC would do likewise in the event the union has any trouble with an affiliate in the future.

After reciting the details of the WSIX case, Mr. Petrillo said:

"Now the point I want to make here is that National, Columbia and Mutual networks, during all our controversies since I have been your president, have repeatedly told me that they could not drop any affiliated station from their networks. Here is a particular instance in which this station *was* taken by Mutual, which proves conclusively that the networks *can* withdraw service from an affiliated station, if they think it is advisable to do so.

"I am very happy that MBS saw fit to take this action, because in order to stop a station on strike from receiving services from our musicians, stations that *were* fair to the AFM were also being deprived of such service. I hope that in the future National and Columbia will follow the same procedure that Mutual followed in this case; namely, that the station on strike will be the only station affected by a strike order."

Padway New Counsel

Extremely significant was the announcement that Joseph Padway, who addressed the convention, is an arch-enemy of Thurman Arnold, Assistant Attorney General in charge of anti-trust prosecution. He has appeared for a number of AFL unions in antitrust proceedings instituted by Mr. Arnold.

Mr. Petrillo appeared to stand high with the delegates, and there was no doubt as to his reelection. He received a tremendous ovation when he sided with the rank-and-file, and against the other AFM bigwigs, in favor of a resolution to bar the union's traveling representatives from election as convention delegates.

FOUR AGENCY MEN OFF CONSULTANTS

TO ASSIST in the originations of the *Victory Parade* and *Victory Theatre programs* [BROADCASTING, June 8], the radio division of the Office of Facts & Figures last Thursday appointed four agency men as consultants to serve without compensation other than traveling expenses. William B. Lewis, associate director of OFF and its radio chief, announced the appointment of Edgar G. Sisson, Jr., of Pedlar & Ryan, New York, as consultant in that city.

Three were appointed in Hollywood where they will work with Nat Wolff, OFF's liaison man there, on Hollywood originations of the two *shows*. They are Carroll Carroll, J. Walter Thompson Co., writer on the Bing Crosby and other shows; and Leonard Levinson and Don Quinn, of Needham, Louis & Brorby.

Industry Reflects Indignation Over Petrillo Recording Ban

Small Stations Without Net Affiliations Would Be Affected Most if Discs Were Barred

REPORTS of the Petrillo ultimatum against the use of recordings on the air were met in industry circles in New York with a indignation and concern, but even more with a wide variety of speculations as to just what end the union head expects to achieve by this ban.

Executives questioned by BROADCASTING spoke freely on an off-the-record basis, but refused to speak for quotation until, as one of them put it, "we can find out what it's all about and can figure out what we want to do about it."

Everyone agreed that if the AFM were to cease making all recordings, both phonograph records and transcriptions, the small station with no network affiliation would be hard hit and possibly forced out of business. Many of these stations are located in towns too small to provide an adequate supply of musical talent, even if they could afford to hire all the musicians that would be needed to provide the normal proportion of music to the station schedule, which practically no station could do.

Broad In Scope

Few radio or recording spokesmen, however, expressed any belief that the AFM actually intends to shut off all recordings, citing Petrillo's own statement as quoted in the AP dispatch from Dallas that: "We will make records for home consumption, but we will not make them for juke boxes. We will make them for the armed forces of the United States and its Allies, but not for commercial and sustaining radio programs. We will make them at any time at the request of our Commander-in-Chief, the President of the United States."

This statement, it was pointed out, is broad enough to cover almost any curtailment of recordings the AFM may make, but it also, in its reference to the President, gives the union an out if it should be faced with a Government anti-trust suit as a result of trying to enforce its prohibitions.

One view advanced by several transcription company executives was that the AFM move against recordings is aimed exclusively at phonograph records and not at transcriptions. They point out that transcriptions are made exclusively for broadcasting and at a scale set up by the AFM which is sufficient to cover such employment of musicians. Phonograph records, they say, are primarily for home use and the musicians have a justifiable complaint when these discs are used on the air or in restaurant juke boxes where they compete with live musicians for employment. If the union were to stop these commercial uses of phonograph records, a move which some observers believe justified as being uses for which phonogaph records were never intended, the result might be beneficial to the transcription industry, as many stations now using phonograph records would then find it necessary to subscribe to additional transcription libraries.

Other executives take an exactly opposite view. They call attention to the fact the courts have ruled that neither the performing artist nor the manufacturer of a phonograph record has any right to control or restrict its use after it has been purchased and state that therefore the AFM will be unable to prevent phonograph records being used in juke boxes and on the air as long as they are made for home use. They feel that the Petrillo blast is aimed directly at transcriptions.

Danger to Small Stations

While there is no doubt that both the transcription and the broadcasting industries will do all that they can to fight any move of the AFM to eliminate or curtail the supply of recordings for use on the air, it was pointed out that this fight would present quite different problems from the war with ASCAP. In that struggle, the industry established its own music licensing organization to combat ASCAP's previous monopoly and the Government forced ASCAP to drop certain monopolistic practices which were not in the public interest.

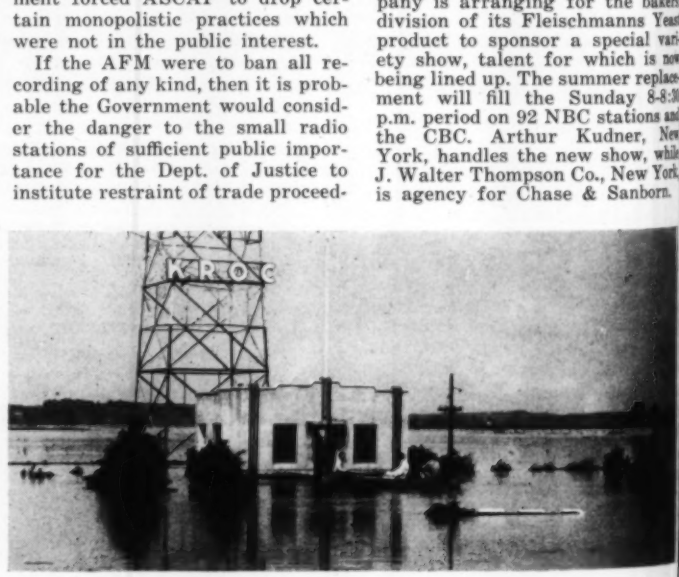
If the AFM were to ban all recording of any kind, then it is probable the Government would consider the danger to the small radio stations of sufficient public importance for the Dept. of Justice to institute restraint of trade proceedings, many industry observers believe. However, if phonograph records are still available to these broadcasters, it is deemed doubtful that the Government would intervene merely to enable the transcription companies to continue in business, regardless of the merits of their products, since their elimination would not force any station to shut down.

Other industry executives discount all such speculations as "wild and implausible" and take the view that the Petrillo speech was designed purely as a preamble to demands which his union will shortly make. These demands, they state, might be made upon the transcription makers for increased payments to musicians for making these recordings, or they might be upon the broadcasters to provide employment for more live musicians under threat of losing their supply of recorded music if they fail to comply.

At the moment, however, all discussion of the subject is nothing more than conversation. No official statements will be made and no action taken by any broadcaster or recording company until the AFM has notified them of its plans and demands in more concrete form than Mr. Petrillo's convention address.

Fleischmanns Show

WITH THE START June 28 of the summer hiatus on NBC of the Edgar Bergen - Charlie McCarthy program, sponsored by Standard Brands, New York, for Chase & Sanborn coffee, the company is arranging for the bakers' division of its Fleischmanns Yeast product to sponsor a special variety show, talent for which is now being lined up. The summer replacement will fill the Sunday 8-8:30 p.m. period on 92 NBC stations and the CBC. Arthur Kudner, New York, handles the new show, while J. Walter Thompson Co., New York, is agency for Chase & Sanborn.



BEST LOCAL NEWS STORY of the year literally floated right into the open doors at KROC, Rochester, Minn., and the announcer on duty ignored it! After a solid week of rain, Cascade Creek overran its banks and dunked KROC's transmitter building in three feet of water. The operators on duty suppressed a strong desire to tell the listeners about it as the water slowly climbed to waist-depth. Due to wartime restrictions, however, this was impossible so they calmly cut the power just as the tubes began to sizzle. Then, for three hours, until they were rescued by boat, they amused themselves by warding off the rabbits, field mice, gophers, frogs and pheasants which sought to share their tiny island. KROC was off the air less than 12 hours. Damage is estimated at $1,500.

Gammons in Line For Butcher's Post

Exact Status of New Duties With CBS Not Yet Fixed

DESIGNATION of Earl H. Gammons, general manager of WCCO, Minneapolis, and a pioneer figure in Midwest radio, as head of the Washington activities of CBS, to assume the duties vacated by Lt. Com. Harry C. Butcher, now on active duty in the Navy, was reported likely last week in industry circles.

The precise nature of the appointment is not yet known. Com. Butcher, it was understood, resigned his post as vice-president of CBS in charge of Washington activities, but it was assumed the resignation was accepted only for the duration.

Active in Industry

Prominent in industry affairs, Mr. Gammons is a district director of the NAB, having been elected this year for another two-year term. It is thought he will relinquish that post upon appointment to the Washington assignment, since he will no longer be a resident in District 17. Plans for a special election will likely be made by the NAB.

Upon Com. Butcher's resignation William S. Paley, CBS president, said designation of his successor would await the return to New York of Paul W. Kesten, vice-president and general manager, when on vacation. Mr. Kesten now is back at hs desk. With the formal announcement of the Gammons appointment, it is expected Mr. Kesten also will name his successor at WCCO. The new Washington executive is not expected to take his post for at least a couple of weeks.

Lt. Com. Butcher was honor guest at a luncheon tendered him in Washington last Thursday by some two dozen friends and former associates. He was presented with a regulation Navy dress sword. Toastmaster was F. M. (Scoop) Russell, NBC Washngton vice-president. Among those present were Stephen T. Early, Presidential press secretary; FCC Chairman James Lawrence Fly; former FCC Chairman E. O. Sykes; Capt. Joseph E. Redman, Director of Naval Communications, Com. Butcher's chief; Lt. Paul M. Segal, Washington attorney also in the office of the Director of Naval Communications; Edward Klauber, chairman of the CBS Executive Committee; J. J. Pelley, president of the Assn. of the American Railroads; Merle Thorpe, editor of *Nation's Business;* Louis G. Caldwell, Washington attorney.

A newspaperman before he entered radio, Mr. Gammons has been general manager of WCCO since 1933. He was on the news staff of the *Minneapolis Tribune* both before and after World War I, having served in the Army for two years. He joined Washburn Crosby Flour Co. in 1919 and served in its publicity department until 1924. WCCO was founded in September, 1924, and Mr. Gammons joined the station the following month. He served successively as publicity director, sales manager, assistant manager and general manager.

A native of Iowa and a graduate of Cornell College, Mt. Vernon, Iowa, Mr. Gammons first worked on the *Cedar Rapids Republican & Times* from 1915 until 1917. He then went to Minneapolis and has been a resident there since.

MAY BE MOVED

MR. GAMMONS

Davis for Quink

PARKER PEN Co., Janesville, Wis. starting June 27 will sponsor five-minute newscasts by Elmer Davis on 57 CBS stations Saturdays and Sundays at 8:55-9 p.m. Program will promote Quink, Parker ink product. The commentator is sponsored the remaining five days of the week at the same time by Johns-Manville Corp., New York (insulating materials). J. Walter Thompson Co., Chicago, is the agency, recently appointed, for Parker Pen and handles the Johns-Manville account.

Lottridge Injured

J. BURYL LOTTRIDGE, manager of WOC - Davenport, Ia., suffered serious injuries Friday, May 29, when he was involved in a three-car accident on the outskirts of Davenport. Lottridge was thrown through the windshield of his machine and sustained a concussion, basal skull fracture, sprained back and miscellaneous cuts. He lay in a coma until Monday evening, June 1. Although still in serious condition, Lottridge has shown improvement, the station reports.

Blair for Atlantic

JOHN BLAIR & Co. has been appointed national sales representative for the Atlantic Coast Network, it was announced last week by Edward Codel, general manager of the Bulova-Lafount regional network which is planning to begin operations in the Boston-to-Washington Atlantic Coast area early in July, with the exact date to be announced shortly.

Fly Confers With President As End of Term Approaches

SPECULATION over reappointment of James Lawrence Fly as chairman of the FCC came into the open last Tuesday, after the official spent about 15 minutes in conference with President Roosevelt. His present term expires June 30.

Queried by newspapermen upon his departure from the executive offices, Mr. Fly was noncommittal. He was asked about rumors that he might not be reappointed. "I haven't heard any such reports,' the chairman retorted.

Asked whether his nomination might be going to the Senate soon, Mr. Fly responded: "That's a matter for the President to decide."

Presidential Secretary Stephen T. Early, queried about the conference, said he did not know what was discussed. He indicated, however, that he knew of no obstacle to reappointment of the FCC head, from which inference was drawn that he would be renamed for a seven-year term from June 30.

There has been considerable talk in both Government and industry circles about Mr. Fly's reappointment. Customarily, it was pointed out, the President renominates incumbents of Federal posts several months in advance of expiration, in order to give the Senate adequate time for confirmation. The renomination would go to the Senate Interstate Commerce Committee for consideration and report to the Senate.

Mr. Fly was named to the Commission in 1939 as successor to Frank R. McNinch, of North Carolina, who retired because of ill health and who now is a special assistant to the Attorney General.

There also has been conversation about the possible creation of a War Communications Board or of the post of Communications Coordinator. Mr. Fly's name has been mentioned in connection with such a post, if created. This would parallel the assignment of Joseph Eastman, member of the Interstate Commerce Commission, who is director of defense transportation. Reports also have been current, though not verified, that Mr. Fly might be named to an important power development post in the war interest.

Controversy over Mr. Fly's stewardship has arisen in Congress, notably in the House. There is still pending before the House Rules Committee the resolution (HRes-426) of Rep. Cox (D-Ga.) to conduct a full-scale inquiry into the FCC. Rep. Cox has announced his intention of answering a purported "smear" by Chairman Fly on the floor of the House, and persistently predicts that his resolution will be reported favorably.

New Local Is Granted Portsmouth, Va., As Secretary of Navy Points to Need

ACTING on a recommendation of the Secretary of Navy that there is an "urgent need" for a station in Portsmouth, Va., naval base and war industry center, the FCC on June 10 granted a construction permit for a new local outlet in that city to Portsmouth Radio Corp. It will operate with 250 watts fulltime on 1490 kc.

The action is one of the Commission's few departures from its war-dictated policy of freezing all assignments and curtailing new station grants, except where an exceptional need is shown.

According to the permitee, apparatus to be used in construction is on hand and will not require diversion of strategic war materials. The Secretary of the Navy, in making his recommendation, pointed out that Portsmouth had grown to be one of the nation's most vital districts with its huge Navy and shipbuilding yards. At present, Portsmouth has no station, although it is just across the river from Norfolk with WTAR, and near Newport News with WGH.

Principals in Portsmouth Radio Corp. are T. W. Aydlett, half-owner of WCNC, Elizabeth City, N. C., 22% stockholder; M. B. Simpson, Elizabeth City attorney, 22%; Tom E. Gilman, attorney and Portsmouth realtor, 12.5%; W. K. Hodges, chain drug store operator, bank president and realtor, 12.5%; L. A. McAlpine, local physician, 6.2%; R. A. Robertson, owner of a real estate and rental business, 6.2%. Messrs. Gilman, Hodges and McAlpine are president, vice-president and secretary-treasurer, respectively.

Grant is the fifth of the year, one of which has already been rescinded, and the first since the freezing of assignments. New stations are the 50,000-watt KXEL, Waterloo, Ia., which goes on the air this week; WSNY, Schenectady; WJRM, Elkins, W. Va. The two last-named are 250-watt locals, both on 1490 kc. A fifth station had been authorized for Kodiak, Alaska, also on the recommendation of the Secretary of Navy, but later was rescinded.

N. Y. Milk Plans

FOR THE eighth consecutive year, J. M. Mathes, New York, has received the contract for the New York State Milk Publicity Campaign for which $300,000 will be spent during 1942-43. In former years, the account has used spot announcements on some 17 New York stations. Plans for the coming drive will be announced early in July.

Fly Opens FCC Case Against Sanders Bill

Gives Long Review Of Various War Activities

WITH INDUSTRY testimony, pro and con, completed on the Sanders Bill (HR-5497) to remake the FCC, the House Interstate & Foreign Commerce Committee last Thursday and Friday entered the initial phase of the "Government case" through appearance of FCC Chairman James Lawrence Fly. But anticipated fireworks failed to develop.

Members of the Committee, at adjournment last Friday, frankly posed the question whether they were being "filibustered" and wondered why. Mr. Fly, in a half-hour appearance Thursday and during two hours of testimony Friday, discussed almost entirely national defense and war activities of the FCC and the Defense Communications Board, of which he also is chairman. He did not touch upon the legislative issues, but said he would get to the merits later.

Fly To Return

The hearings were recessed until Wednesday (June 17), when Chairman Fly resumes his testimony. Then other FCC witnesses are expected to appear, possibly including Commissioner C. J. Durr, Chief Engineer E. K. Jett, and General Counsel Telford Taylor. Commissioner T. A. M. Craven, representing the FCC minority and who persistently has opposed FCC policy actions without specific Congressional direction, also is to testify at the Committee's behest.

While Committee members, following the initial Fly presentation, asserted some of his comments on wartime functioning of the FCC were "interesting", they nevertheless ventured that it was not responsive to legislation before the Committee. Mr. Fly used a detailed outline, rather than a prepared statement. It was apparent his testimony would be lengthy.

Broadcasting as such, and the issues presented in the legislation, he said in prefacing his testimony, are really secondary factors because the FCC is not licensing new stations and because the Commission feels that the status quo ought to be maintained in radio for the duration. The only other reference to the pending legislation was at the outset of his testimony Friday, when he contended that the bill is "fostered only by a minor segment of the industry and two or three predominant interests in that minor segment."

Last Friday rumor had reached the Committee that Mr. Fly had been renominated for another seven-year term by President Roosevelt. His present term expires June 30. While his reappointment is anticipated, it developed this report was premature.

Mr. Fly essayed to develop that the functions of the FCC have shifted materially since the war and that peace-time problems now are insignificant.

He pointed out, for example, that substantially half the FCC's personnel and almost half its appropriation of some $5,000,000 is devoted to war activities. He described in infinite detail the functions of the FCC's monitoring service, now called its Radio Intelligence Division, of its Foreign Broadcast Monitoring Service, and of all other aspects of its war work with other Governmental agencies.

Illicit Stations Caught

He graphically depicted to the Committee how illicit stations were tracked down, how espionage has been intercepted, and how airplane rescues, ship sinkings and other enemy acts were reported.

Testimony of a confidential nature could be given in executive session, these members stated, as were some of Mr. Fly's "off the record" observations. Mr. Fly's final quarter-hour of testimony was in executive session, and covered largely FBMS war intelligence work.

Running account of Sanders Bill hearings will be found starting on page 48.

International shortwave operations also came into the picture. Mr. Fly observed that there is little advertising over these stations, despite the fact that they are authorized to handle commercials, and that he regarded the advertising as "more in terms of irritation than anything else". Beyond that, he held international broadcasting "has no great promise of commercial success," but he did commend it as "the greatest type of public service in the business."

Caldwell-Spearman Appear

Prior to Mr. Fly's appearance, the Committee heard Louis G. Caldwell, general counsel of MBS and first chief counsel of the Federal Radio Commission, who testified on Tuesday and Wednesday; and Paul D. P. Spearman, former FCC general counsel, who appeared in behalf of Network Affiliates Inc. on Thursday in opposition to clear channels and higher power.

Mr. Caldwell expressed very pointed views on the legislation, and strongly defended the FCC's network investigation. Speaking as an independent practitioner, however, he urged amendments to the Act, differing from those proposed in the Sanders Bill, and won praise for his knowledge both of the law and its application.

Proposing his own recommendations for amendment of the existing law, Mr. Caldwell suggested four fundamental changes. He urged that safeguards be imposed against censorship of programs as an infringement of freedom of speech.

The most significant was that broadcast station licenses, now issued for two years, be made perpetual as in the case of common carriers. The rights of the public are fully protected through the Commission's power to revoke licenses, or compel modifications, he held. If Congress is unwilling to go that far, he then suggested a license period of substantial duration, such as 10 or 20 years.

Finally, Mr. Caldwell urged a change in FCC procedure so that present processes under which the FCC can revoke first and hear afterwards would be thrown into reverse. Under existing processes, the respondent gets adverse publicity giving the impression that he already has been found guilty instead of being merely charged with guilt, he said.

Mr. Spearman, as spokesman for NAI, appeared primarily to answer previous testimony of Victor Sholis, director of Clear Channel Broadcasting Service, representing independent Class I-A stations, who had urged protection of such assognments for rural and small-town service. The substance of Mr. Spearman's argument was that such stations were actually in quest of higher power of the order of 500,000 watts, and that their interests were purely economic. He questioned the "love and affection for farmers" which he said had been evinced by Mr. Sholis.

In his prepared statment, Mr. Spearman urged Congress to include in any new act or amendment to existing law "a specific limitation of 50 kw. as the maximum power with which any station could be permitted to operate."

Provisions of Foreign Language Code Drastically Revised at Joint Meeting

CONVINCED after receiving reactions from several foreign language broadcasters that their code for voluntary regulations of broadcasts in foreign tongues was too drastic, Foreign Language Broadcasters Wartime Control at a meeting in Washington last Friday with representatives of the Office of Censorship and the NAB rewrote the more stringent provisions of the document.

The changes are designed to place responsobility for station operation upon station licensees, where it was said properly to belong, rather than upon the committee. Provisions specifying that the executive committee of the Control shall make final decisions on suitability of persaonnel and that stations shall agree to abide by decisions of the executive board in regard to personnel, sponsors and programs were eliminated entirely [BROADCASTING, June 8].

Instead a provision was substituted under whch it was agreed that no broadcaster will employe any peron whoe pat record indicate he might not cooperate in the war effort.

Alo eliminated was the provision that stations will broadcast, according to limitation of their foreign language time, as much anti-Axis, pro-Democratic material as may be deemed necessary by the Committee. The code now provides simply that all foreign language programs will "continue to contribute to the war effort".

Revision of the code was effected after several foreign language broadcasters had protested against the orginal draft which they had been requested to sign post haste in a communication sent out June 3. Several members brought this to the attention of the NAB and Beville Miller, NAB president, and C. E. Arney Jr., assistant to the President, invited the Committee to dscuss the proposed revisions

Present at the meeting in addition to Messrs. Miller and Arney were Arthur Simon, manager of WPEN, Pihladelphia, and chairman of the Control; Harry D. Henshel, WOV, New York; Joseph H. Lang, WHOM, Jersey City, treasurer of the Control. Representing the Office of Censrship were J. Harold Ryan, radio censor, and Stanley P. Rchardson, his assistant.

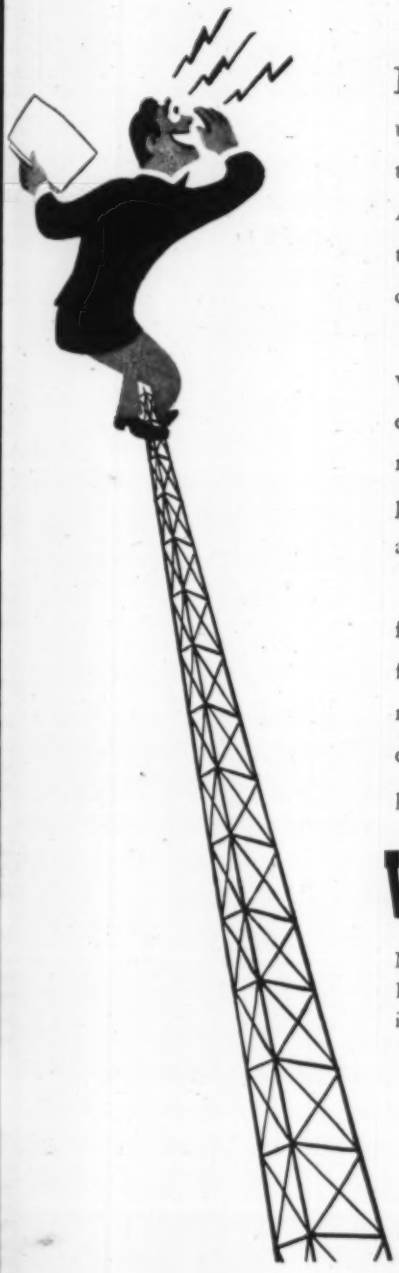
It was reported that approximately 60 stations in the foreign language field had already signed the more stringent code. Instead of 210 stations in this field, Mr. Simon indicated that the number of stations handling foreign language programs was in the neighborhood of 160. Immediately following the war, he asserted, many stations which previously had carried only sporadic foreign programs, dropped them entirely.

The revised code was described as one which sets up standards with which stations can comply. The provisions removed were regarded as mandatory rather than voluntary. As against eight points in the original code, there are ten in the revised document.

Ford Ponders

FORD MOTOR Co., Detroit, last Friday informed BROADCASTING it was definitely considering an institutional network program. The type of program, network and other details were not divulged by the company spokesman, who said decision would be reached within the next few weeks. Maxon Inc., Detroit, is the Ford agency.

We're wired for service



Nearing the end of their furloughs, recently, a couple of soldiers up in the Northwest started back for camp. A telegram granting two weeks' additional leave just missed them. Whereupon, Cedric Adams, WCCO's noontime newscaster for Butternut Coffee, put the story on the air...and the boys returned home to enjoy added days with their families.

Things like that get around in the Northwest. Soon the Stillwater (Minn.) Post-Messenger appeared with a letter *from* the editor printed atop the editorial column. Among other complimentary remarks, the editor said to Cedric Adams: "That was a peach of a thing you did...To show our appreciation we went out and bought Butternut Coffee."

The editor's letter reflects the feelings of the million radio families in WCCO's primary listening area. To them we're a friend of the family—thanks to eighteen years of select entertainment and service. WCCO brings to advertisers the benefit of this emotional tie—hand-in-hand with the strongest coverage of people and markets in the Twin Cities and the Northwest.

WCCO **50,000 WATTS WHERE IT COUNTS THE MOST**

MINNEAPOLIS-ST. PAUL. Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales with offices located in New York, Chicago, Los Angeles, St. Louis, San Francisco, Charlotte

Inventory Requirements Eased To Meet Normal Operations

Stocking of Materials for Military Needs to Be Permitted Without Affecting Regular Stocks

ATTENTIVE to radio last week, the War Production Board issued an interpretation of orders P-129 and P-130 affecting inventories and exempted communications from the priorities regulation No. 11 which makes it necessary for a company to maintain a separate inventory if its past or anticipated use of metals or other scarce materials amounts to $5,000 or more in a calendar quarter.

At the same time, the communications branch of the WPB was engaged in a special effort to determine the essential requirements of copper and other critical materials for radio, which are vital to the new programs of the armed forces and essential civilian services.

Military Needs

The urgency of this task was emphasized by the changeover from the present prorities application method to the Production Requirements Plan, effective July 1, under which all manufacturing companies are allocated ther supplies of strategic materials for the third quarter of 1942.

In Priority Regulation Order No. 11 issued June 10, the field of communications was exempted but WPB officials indicated this would not continue once the necessary details have been worked out.

Also on June 10, the WPB announced that restrictions on inventories in the radio field have been modified to allow material for specific Army, Navy and other war projects to be stocked without interference with normal operating inventories. This action came as the WPB acted to clarify preference rating order P-129 and P-130 to eliminate the hardship worked on companies which have been forced to acquire large inventories of material for specific projects authorized by the WPB director of industry operations.

According to the interpretation issued, inventories of materal do not include material intended for use in special projects authorized by WPB or any equipment of an outmoded type reserved by an operator for reuse as a practical conservation measure to meet probable future operations.

At the same time the interpretations require companies to include in ther inventories all items of salvaged material and supplies whether held for reuse or sale as junk, such items counting in the inventories until they have been physically incorporated into maintenance, repair, operatng construction or other projects.

This interpretation follows up the suspension of the inventory requirements until Sept. 1 and allows time for the necessary adjustment to the inventory system.

The interpretations for P-129 and P-130 were identical and read as follows:

"Operator's Inventory of Materials" as employed in Paragraph (g) (1) (i) and (ii) of Preference Rating Order P-129 shall include all items of new and/or salvaged Material and supplies on hand, whether held for current use or for sale as junk, until physically incorporated into plant by way of Maintenance, Repair, Operating Construction or otherwise, and without regard to whether or not such itefs of Material are carried in the Operator's accounting records under "Material and Supplies Account.

"Operator's Inventory of Material" shall not include any equipment of a superseded type reserved by an Operator for re-use, as a practical measure of conservation to meet probable future operating contingencies; any Material identified for use in special projects which have been specifically authorized by the War Production Board upon project applications of an Operator, or any Operating Supplies which are in the process of being consumed by an Operator."

Meanwhile, no word was forthcoming from WPB on the broadcast industry's conservation-pooling plan for transmission equipment recommended by the DCB. This plan which had its origin in the Domestic Broadcasting Committee of the DCB, was submitted to the WPB [BROADCASTING, May 25] and is presumed to be in the hands of Director Donald M. Nelson together with the recommendation of Leighton H. Peebles, chief of the communications branch and Frank H. MacIntosh, chief of the branch's radio section.

BROADCAST SESSION IS SLATED BY AFA

THE RADIO advertising meeting to be held at the annual convention of the Advertising Federation of America June 21-24 at the Hotel Commodore, New York, will be under the direction of the NAB Department of Broadcast Advertising.

Three talks will highlight the radio meeting scheduled for the morning of June 24. Samuel R. Rosenbaum, president of WFIL, Philadelphia, will speak on "Radio's Greatest Challenge"; John M. Outler, commercial manager of WSB, Atlanta, and recently named chairman of the NAB Sales Managers Executive Committee will deliver "Radio as an Advertising Medium in Wartime"; and Lt. Col. Ed. M. Kirby, chief of the radio branch, Army public relations, will talk on "Radio Goes to War".

Other NAB attendees will be Arthur C. Stringer, director of promotion, and Frank E. Pellegrin, director of broadcast advertising, who will have charge of a radio exhibit at the convention's advertising exposition.

KITS, Springfield, Mo., has joined Mutual, making that network's 205th affiliate. Station, owned by Independent Broadcasting Co., operates on 250 watts, 1400 kc.

OCD STARTING NEW RADIO WAR SERVICE

THE Office of Civilian Defense, FCC and the Defense Communications Board last week jointly announced creation of a new civilian defense and State guard radio service to be known as the "War Emergency Radio Service." Amateur radio operators and all licensed operators of other services will be eligible upon proper certification to operate in the civilian defense radio services, although a new operator's license will have to be issued.

Applications for the new service will be entertained only after formal FCC, DCB and OCD rules and regulations have been thoroughly studied and a complete operating plan has been submitted together with necessary certification.

Licenses will be issued only to local government agencies and strict controls are set up to issue the necessary measure of security and control requirements commensurate with wartime operations. The stations in the War Emergency Service will operate on ultra-high frequencies and with a limited power of 25 watts input to the final stage.

Authorization includes all types of service, including unmodulated carriers, code, phone, two-way mobile fixed portable, and fixed portable operation. The Office of Civilian Defense is issuing specific planning instructions for the application of civilian defense war emergency radio services in the control system.

DCB RULE CURTAILS SEVERAL SERVICES

ALLOTMENT of materials for amateur or Class 3 experimental stations is forbidden in an order recommended to the War Production Board June 12 by the Defense Communications Board. Future authorizations of materials to aeronautical fixed domestic stations are curtailed by the recommendation, which follows in text:

1. No future authorizations involving the use of any materials shall be issued by the FCC nor shall further materials be allocated by the WPB, to construct or to change the transmitting facilities of any amateur or Class 3 experimental station.

2. No future authorizations involving the use of any materials shall be issued by the FCC nor shall further materials be allocated by the WPB to construct or to change the transmitting facilities of any Aeronautical Fixed (domestic) Station, Itinerant Air-Craft Station, Flying School Station, or station operating in the Emergency and Miscellaneous Radio Services; provided, however, that upon a proper showing that any such station serves an essential military need or a vital public need, which cannot otherwise be met, the Commission and the War Production Board will take action commensurate with the importance of the particular facility in question.

The foregoing applies to the following classes of stations which are defined in the Rules & Regulations of the FCC:

Amateur stations: Class 3 experimental stations; emergency radio service State Police Stations, Municipal Police Stations, Zone Police Stations, Interzone Police Stations Special Emergency Stations, Forestry Stations, Marine Fire Stations; Aviation Radio Service Aeronautical Fixed (domestic) Stations, Itinerant Aircraft Stations, Flying School Stations; Miscellaneous Radio Service Provisional Stations, Motion Picture Stations, Relay Press Stations, Geological Stations.

Radio Is Mobilized For Rubber Drive

Roosevelt Announces 2-Week Campaign of Salvage

NATIONWIDE salvage of scrap rubber was announced by President Roosevelt on June 12, at his regular bi-weekly press conference. At the same time he said that the campaign would last two weeks beginning June 15 at 12:01 a.m. with 400,000 filling stations throughout the nation serving as collection depots, purchasing the scrap at 1 cent a pound.

On Friday evening at 6:45 p.m. (EWT) the four networks carried a five-minute transcribed address from the President explaining the reasons which make the rubber drive necessary. West coast stations rebroadcast the address at a later hour. The transcription was prepared with the cooperation of the Office of Facts & Figures on Friday morning.

The need for immediate cooperation made it necessary for the OFF to mobilize the radio industry at once. Telegrams were sent to every station in the nation calling upon them for instant support. An outline of the campaign was prepared and mailed out to every station for aid in the preparation of spot announcements. In addition a background of the rubber crisis was prepared and mailed along with sample spot announcements which were prepared by the radio advisory committee of the Advertising Council.

Since the plans for the drive developed so suddenly, it was impossible to include spot announcements for the first week of the campaign through the usual allocation program of the OFF. To offset this telegrams were sent to network sponsors and to the networks themselves suggesting spot announcements during the first week of the campaign.

On Saturday, June 13, 2:45 p.m., Archibald MacLeish, director of the OFF addressed station officials through the country by means of a closed circuit address to inform them of the details necessary to the success of the campaign.

NAVYMEN ALL, like their boss, John A. Kennedy (center), head of the West Virginia Network, who has gone on active duty as a lieutenant commander, two more staff members enlisted as petty officers the day after Pearl Harbor. They are John Sinclair (left) and Ted Eiland, of the sales and announcing staffs, respectively.

FOR VICTORY
BUY UNITED STATES WAR BONDS AND STAMPS

it's our PATRIOTIC DUTY

ON account of the war emergency, WLAW on June 1st requested the Federal Communications Commission to dismiss without prejudice its 50,000 watt application which had been filed with the FCC on February 24, 1941.

In the FCC's decisions of April 8, 1942, WLAW's 50,000 watt application was designated for hearing. That was an event to which we had looked forward, a goal in the march of progress.

Conditions have changed. Today individual plans must be cast aside, and all efforts concentrated on one end, the attainment of VICTORY in the great World struggle. In keeping with this spirit WLAW formally requested that its application be dismissed.

THE HEART OF WLAW SOUL SPOTS NEW ENGLAND

WLAW
5000 watts **CBS** 680 kc.

Serving 4,026,937 people daily as Columbia's voice in Northern New England

Doing Our Part For Victory!

Major Changes in Affiliation Are Effected in New England

Four Stations Join Blue Network, MBS Gains Three and WBZ-WBZA Transfer to NBC

NETWORK outlets in New England this week are undergoing a number of major changes in affiliation, which will result in four new stations joining the BLUE Network, bringing its total number of affiliates to 128. The Westinghouse Radio Stations in Boston, WBZ-WBZA, will switch from the BLUE to NBC, while MBS will gain three outlets in that section.

The four stations joining the BLUE June 15 will be welcomed to their new network with a special three-day tour of New England by *Prescott Presents*, afternoon variety show, which will originate at the stations so they may participate.

Tour of Studios

Monday, it will be heard from the studios of WHDH, Boston, which replaces WBZ, that city; Tuesday from WFCI, Pawtucket, former MBS outlet, which replaces WEAN, Providence, previous BLUE outlet going over to MBS and Wednesday from WELI, New Haven.

The BLUE program will not be heard from WNAB, Bridgeport, Conn., fourth station in the group of new BLUE affiliates. Local announcers, production men, script writers and talent of the three stations will share in the production of the three special programs with Allen Prescott as m.c.

NBC, as its special salute to the *synchronized*, WBZ - WBZA becoming new affiliates, is sending the Fred Waring *Pleasure Time* program to Boston for the entire week of June 15. The show, regularly heard on NBC Monday through Friday at 7 p.m. for Chesterfield cigarettes, will originate from the grand ballroom of the Hotel Statler as one of the several events NBC is arranging in honor of WBZ-WBZA.

WNAC, Boston, key Yankee Network station, and former NBC outlet, is joining MBS this week, while WAAB in Boston, which continues as an MBS station, will be off the air for a two-week period during the time its transmitter is transferred to Worcester. The situation in that city will change further next spring when WTAG switches its affiliation from NBC to CBS, effective April 5, 1943. WORC is the present CBS Worcester outlet.

In Providence, MBS will have WEAN as its exclusive outlet when WFCI becomes a BLUE affiliate. Since April 12, however, WFCI has been scheduling BLUE sustaining programs as well as commercial broadcasts at times when WEAN was unavailable. Also changing network affiliation on June 15 is WICC, Bridgeport, formerly a BLUE and Mutual outlet, now becoming exclusively Mutual.

NEWSROOM DEDICATION at San Francisco's Radio City was effected recently by Walter Winchell, who keyed a Sunday night broadcast of the *Jergen's Journal* for the BLUE from the new coast studios. Looking over Winchell's shoulder as he puts the finishing touches on his script prior to the broadcast is Blaine Butcher, of the New York office of Lennen & Mitchell, account agency.

Lanny Ross for Camels

LANNY ROSS, singer, formerly heard on his own CBS program under sponsorship of Campbell Soup Co., Camden, N. J., for Franco-American spaghetti, has been selected as m.c. of the new *Camel Caravan* variety program to start on CBS July 10 for R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

Lydia Suspends

LYDIA PINKHAM MEDICINE Co., Lynn, Mass., which has been using some 200 stations for a campaign of one-minute transcribed announcements for its proprietary products, last week cancelled the entire campaign on a temporary basis. No reason was given, but it is understood not to be a permanent move. Agency in charge is Erwin, Wasey & Co., New York.

Hope, Fibber at Top

THE MAY 30 Hooper "National" Program Ratings Report places Bob Hope in first place with a 32.2 rating, followed by Fibber McGee with 30.6. Following in the ranking are: Charlie McCarthy, *The Aldrich Family*, Jack Benny, *Radio Theatre*, *Coffee Time*, Walter Winchell, *Mr. District Attorney*, Kay Kyser, *Time To Smile*, Bing Crosby, Fred Allen, Rudy Vallee and *Bandwagon*. Red Skelton still leads the list of programs measured by Hooper in a partial rather than a full "national" survey.

RMA Contributions to the War Effort Get Official Praise at Chicago Session

MARSHALLING forces behind the nation's war effffort, over 400 radio manufacturers now almost entirely engaged in war production convened last Tuesday for the 18th annual and first war-time convention of the Radio Manufacturer's Association, at the Stevens hotel, Chicago. W. L. Batt, senior deputy of the War Production Board, cited the staggering military radio program while the necessity of maintaining present radio communication services was emphasized by Chief Leighton H. Peebles of the WPB Communications Branch.

The industry was praised by Ray C. Ellis, chief of WPB Radio and Radar Branch, and Parker E. Wiggin, deputy radio procurement officer of the U. S. Signal Corps, for its unparallelled speed in converting into war production.

A Staggering Task

Special messages were sent by FCC Chairman James L. Fly,—"Congratulations to the industry on the grand job it is doing",—and from James S. Knowlson, director of the WPB industrial operations division and formerly president of RMA, praising the industry's war contribution.

Mr. Batt stated that the job of the radio industry in this war is staggering in its dimensions. "The firms that turned out $250,000,000 worth of home sets last year are now confronted with present war contracts for the Army and Navy of $400,000,000."

A new War Production Committee was created to consider the radio manufacturer's general all-out war production problems.

President Galvin, elected to head the association for another year, was presented a gold wrist watch at a luncheon, by A. S. Wells of the convention committee. Vice-presidents reelected were Ray H. Manson, Stromberg-Carlson Tel. Mfg. Co., Rochester; and James P. Quam, of Quam-Nichols Co., Chicago; new vice-presidents are M. F. Balcom of Hygrade Sylvania, Emporium, Pa.; Ray F. Sparrow, P. R. Mallory Bros., Indianapolis; and G. W. Henyon, General Electric Co., Schenectady, N. Y. Bond Geddes of Washington was re-elected executive vice-president, while John W. Van Allen was reappointed general counsel.

The following division chairmen were elected: set division, Ray H. Manson; tube division, M. F. Balcom; parts and accessories, Ray F. Sparrow; amplifier and sound equipment, James P. Quam; transmitter division, George W. Henyon.

Four new members of the board of directors were elected,—M. F. Balcom, W. P. Hilliard of Bendix Radio Corp., Baltimore; L. L. Kelsey of Stewart-Warner, Chicago; J. J. Nance, Zenith Radio Corp.

Fat Conservation Plans Are Studied

Radio and Other Media to Be Used in Salvage Drive

SALVAGE PLANS for fats and oils were being developed by the War Production Board last week, but spokesmen pointed out they were not yet ready to reveal details.

Although radio and newspapers figure prominently in the campaign to enlist the cooperation of the American housewife, WPB officials felt that specific plans should come from the advertising agencies of cooperating sponsors. No official date has been fixed for the campaign's start, but it is expected to begin about July 1.

Letters are being sent to chain stores dealing in food and meat, and frozen food locker plants, informing them of the shortage which has grown from the domination of Far Eastern sources of fats and oils by the Japanese. In fact this source represents almost one-third of our normal supply, according to the WPB.

Collection Centers

Under present plans, retail chain operators will serve as collection centers, gathering from housewives the fats resulting from home cooking. In turn, these centers will sell the fats to renders; they will process the fats and turn them over to the glycerine industry.

To encourage saving instead of waste, radio and newspapers will carry the bulk of the campaign, but posters, counter cards, tear-sheets and similar reminder techniques will be adapted.

Fat waste in American homes today amounts to 1 billion pounds each year, according to WPB estimates. By appealing to the nation's housewives, the WPB hopes to reclaim about 200 million pounds a year of pan drippings and cooking fats.

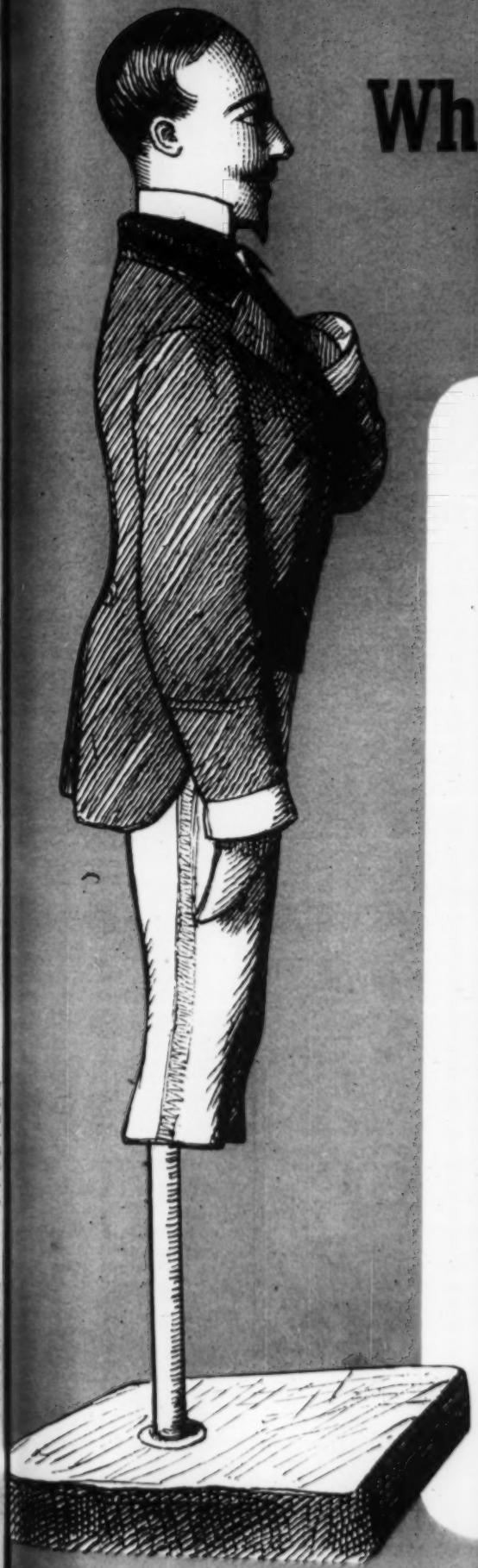
Cereal Spots

NATIONAL BISCUIT CO., New York, is conducting a national spot campaign for Shredded Wheat on 31 stations in major markets. One-minute transcribed announcements are heard on an average of 10 times weekly for a 13-week period. Agency is Federal Adv. Agency, New York.

No Sub for Barrymore

NO PERMANENT co-star will be sought to replace the late John Barrymore on NBC's *Sealtest Rudy Vallee Program*, according to Sealtest, New York sponsor. While no special effort will be made to find a successor to Barrymore, it is possible that a regular partner for Vallee may be chosen from among the guest stars to appear on the show each week for an indefinite period.

CONTRARY to the seasonal trend, Saturday night radio listening during May was equal to that in January, according to the Pulse of New York analysis of program changes.



Why Mr. Dover wore his pants knee-high

It was, of course, a shock.

It would have shocked any secretary; not to mention Miss Laverty who was a reserved and more than ordinarily proper young lady. And it was, after all, her first day on the job.

"Why, Mr. Dover!" she gasped, as she walked into the timebuyer's office.

"Yes?" said Dover, as he glanced up peevishly from the mass of papers on his desk.

"Why . . . your . . . er PANTS," murmured Miss Laverty, pointing awkwardly to the tweed rolled neatly above Dover's hairy knees. Then, paling slightly, she hurried toward the door.

"Silly creature!" said Dover, turning to his work.

EXPLANATION—*C. Dudley Dover, timebuyer, wore his pants knee-high because of the complicated facts he had to wade through to obtain a simple answer regarding station audiences.*

SERIOUS NOTE—Would you, perhaps, like to know HOW MANY people listen to your program in the average family? Would you, perhaps, like to know WHAT KIND of people they are? Income groups and such? It is these simple, down-to-earth facts that the "WOR Continuing Study of Radio Listening" is unearthing by personal interview once each month. This study has taken all the complicated hock and five-and-ten geometry out of audience measurement and reduced it to terms of people, not percentages.

These findings are not for the exclusive use of WOR and its sponsors. They are—with certain confidential restrictions—available to all agencies and advertisers. Their purpose, obviously, is to give our present and prospective sponsors a greater profit for their radio dollar.

CONCLUDING NUDGE—For audience facts to be had nowhere else, write, call or wire

WOR

at 1440 Broadway, in New York

Elterich Is Named OCI Ad Consultant

Joins Rockefeller Committee; Pierce Moved to Capital

HAROLD N. ELTERICH, vice-president of Gotham Adv. Co., New York, has been granted leave to become a special consultant on advertising for the Office of the Coordinator of Inter-American Affairs (Rockefeller Committee) in Washington.

Mr. Elterich has specialized for the last 14 years in advertising placed by American companies in South and Central America, and will head the move by the Coordinator to encourage U. S. manufacturers to continue their advertising in those countries.

Pierce Transferred

Russell Pierce, former vice-president of J. Walter Thompson Co. in South America and New York, now with the Radio Division of the Rockefeller Committee, has been transferred from New York to the Committee's Washington offices to serve as "content man". He scrutinizes all programs and scripts to determine their feasibility for shortwave and transcription broadcasts over Latin American stations.

One of the three coordinate divisions of OCIAA had a new chief last week, with the resignation of John Hay Whitney as director of the Motion Picture Division and the appointment of Francis Alstock, Mr. Whitney's assistant, to succeed him. Mr. Alstock, a graduate of Oregon U and the Harvard Business School, formerly was with RKO and Selznick-International Pictures.

No changes in the Radio Division, headed by Don Francisco, or in the Press Division, headed by Frank A. Jamieson, were made. John W. G. Ogilvie, associate director of the Radio Division, who for more than a month has been touring Central and South America, was due to return to Washington this week.

Paramount Team Joins War Dept. Radio Branch

NORMAN PANAMA and Melvin Frank, contract writers of Paramount Studios, have been appointed consultants in the radio branch of the War Department, according to an announcement from the office to Maj. Gen. A. D. Surles, director of the War Department Bureau of Public Relations.

Panama and Frank, who recently wrote the Bob Hope-Madeline Carroll picture, "My Favorite Blonde", will work under Lt. Col. E. M. Kirby, chief of the radio branch. In addition to their work at Paramount, they have been currently assigned to comedy writing on the expeditionary shortwave show, *Command Performance*.

HOLLISTER NOBLE, CBS West Coast publicity director, collaborated with Sidney Harmon in writing the screen-play, "Stand By All Networks", now being produced by Columbia Pictures Corp.

STAFF OF WEEI, Boston, gave a farewell party for Norman Young of the engineering department who has been commissioned a first lieutenant in the Army, present were other former members of the staff now in the armed forces. Shown are (front row, l to r) Warren Stevens, engineer; John J. Murray, accountant; Lloyd G. del Castillo, program director; Lieut. Young; Philip Goulding, news announcer; Capt. Philip K. Baldwin, former chief engineer; Jack Lawrence, announcer; John Buttrick, transmitter engineer; Ensign Johnny Kelly, former engineer; James Pollard, announcer; Frank Evans, engineer; Jay Wesley, head of special events. Top row: Ray Girardin, production man; Josef Cherniavsky, musical director; Edward Philbrick, engineer; Ken Ovenden, announcer. The party was held on the eve of his departure.

Haggerty Lobbying Congress In Reviving Old Tax on Radio

Letter to All Legislators Includes Reference To Folks Back Home; Tax Opposed by AFL

REVIVAL of efforts of John B. Haggerty, president of International Allied Printing Trades Assn., to saddle the broadcasting industry with a discriminatory excise tax, developed last week with the canvassing of the entire Congress by the printing union official.

Clearly seen as a lobbying attempt, presumably timed for the November Congressional elections, the Haggerty letter asked members of Congress to support legislation which would impose a special tax on stations and networks alike.

He alluded to the failure of his original proposal last year for a graduated sales tax on radio, which would have yielded an estimated $12,500,000, after the House Ways & Means Committee had reported such a levy favorably. Along with his letter, Mr. Haggerty submitted a statement reviewing his past efforts. He emphasized the purported ability of radio to pay a special tax.

Repudiated by AFL

Previous efforts by Mr. Haggerty to get the House Ways & Means Committee to incorporate a discriminatory tax on radio at the current session proved futile. His plan was repudiated both by the parent American Federation of Labor, and by other AFL unions, such as Associated Broadcast Technicians of International Brotherhood of Electrical Workers.

In his June 5 letter to all members of Congress, Mr. Haggerty made no bones about his effort to lobby through such tax legislation.

"We trust we will have your support," he wrote, "and we will be able to report to our members in your district your favorable attitude toward our request."

Mr. Haggerty recited that the pending revenue bill will impose many millions of taxes upon wage earners and small businessmen, whom he characterized as "least able to pay".

"Surely," he added, "something is wrong when we find a small group, well able to pay, exempt, so far, from taxes which the House of Representatives, upon recommendation of the Ways & Means Committee, voted last year. The same is true when we find that the Treasury Dept. has, as yet, failed to propose this year taxes of many millions of dollars, which were proposed last year, * * * on those which the Treasury Department, after a study, had reported 'possess unusual tax-paying ability which, in view of the Government's present requirements, could properly be subject to special taxation'".

Mr. Haggerty said the Treasury further had reported to the Ways & Means Committee last year that the case for a special tax on broadcasting, distinct from a tax on advertising, is supported by several considerations. Mention was made of the franchise to operate a station in a given area, carrying with it "a measure of monopolistic privilege and the opportunity for an extremely profitable investment".

Quotes the Treasury

Moreover, Mr. Haggerty quoted the Treasury as having said that the principal operators in commercial broadcasting "earn high rates of return on relatively small investments. They possess unusual tax-paying ability which, in view of the Government's present requirements, could properly be subject to special taxation. Radio broadcasting requires public regulation. Such regulation is provided at public expense, with great benefits to the industry, but without any special costs to that industry."

In conclusion, Mr. Haggerty said his organization included some 200,000 highly skilled and organized workers in the printing trades. These men, he said, "respectfully ask your consideration of the facts cited on the reverse side hereof and your insistence that those who, as the Treasury report stated, 'possess unusual tax-paying ability could properly be subject to special taxation,' pay their proportionate share of the taxes to be imposed."

Spots for Mending Tape

CHEMICAL TREATING & Equipment Co., New York, through its newly-appointed agency, Reiss Adv., New York, will use women's programs to advertise Press On Mending Tape, a product for use in mending clothing. Company will shift from one market to another, starting June 15 with a 13-week contract as part-time sponsor for *Pegeen Prefers*, thrice-weekly shopping news period on WOR, New York. Next areas under consideration are Philadelphia and Upstate New York. With the status of the product uncertain in regard to priorities, plans are being made on a week-to-week basis. Small newspapers will be used in some areas. Agency will also use window displays, direct mail and magazines, but the largest appropriation is for radio.

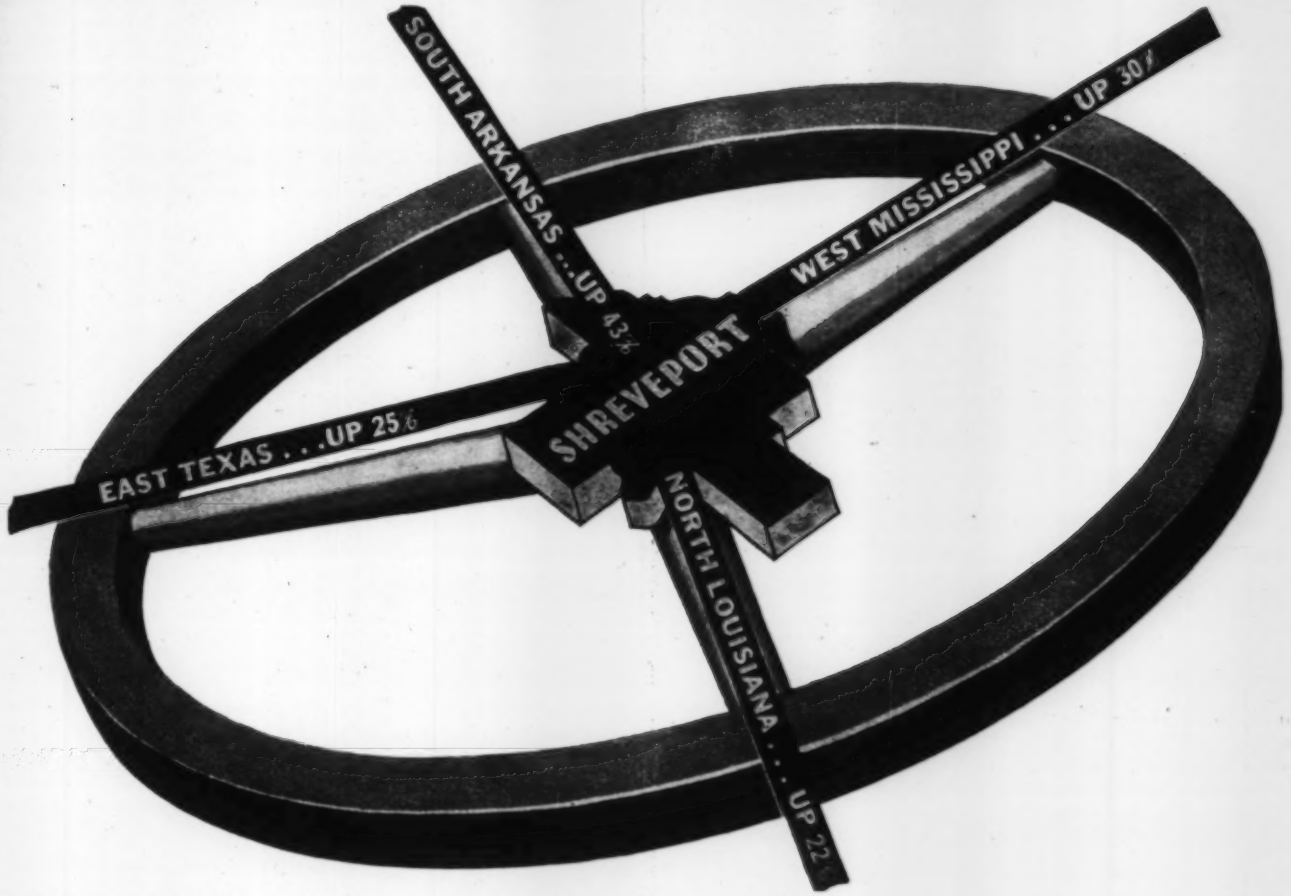
KBWD to 1 kw. Day

MODIFICATION of license of KBWD, Brownwood, Tex., to increase operating power to 500 watts night and 1,000 to local sunset was granted June 9 by the FCC. KBWD at present operates on 1380 kc. with 500 watts fulltime and the boost will not require any new equipment or strategic war materials.

KRMC Now KSJB

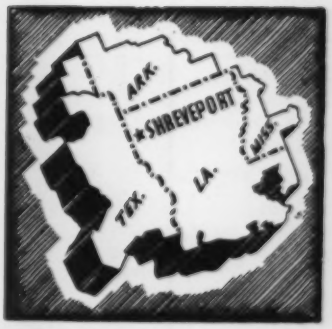
CALL LETTERS of the MBS outlet in Jamestown, N. D., have been changed from KRMC to KSJB. Station, operated by the Jamestown Broadcasting Co., operates on 250 watts, and recently changed its frequency from 1400 to 600 kc.

IN THE CENTER OF THE "BETTER BUSINESS" AREA★



★Business is UP! Yes, *'WAY UP'* in the KWKH area. An average of more than 30 per cent increase for the first quarter of '42 over the same period in '41. This compares to a 14 per cent increase for the United States as a whole. (*Sales Management-Business Changes in the First Quarter.*)

KWKH stands in the heart of this "better business" area—holds an influential hand on the purse strings of thousands of able-to-buy radio families.* Buy KWKH for dominant coverage of this rich market—a market that is spelling "better business" for scores of KWKH advertisers.



* CBS sets net daytime circulation at 313,000 radio homes; net nighttime at 425,000. Ask Branham Company for details.

CBS ★ **KWKH** ★ 50kw

A SHREVEPORT TIMES STATION

SHREVEPORT, LOUISIANA

MEMBER SOUTH CENTRAL QUALITY NETWORK

The *SELLING POWER* in the *BUYING MARKET*

General Motors Series Opens; Patterson Lauds Radio in War

'New Technique' Used as Auto Sponsor Brings Soldier Talent on Institutional Program

HAILED by Undersecretary of War Robert B. Patterson as a "great undertaking" and one that is welcomed by the War Dept., *Cheers From the Camps*, General Motors sponsored radio series, was inaugurated last Tuesday at Ft. Belvoir, Va., 9:30-10:30 p.m. (EWT). It was carried over a 114-station CBS hookup, international shortwave stations and CBC.

A direct product of the war, it is the first commercial series of its kind, institutional in character. Both the advertising and radio fraternities have evinced deep interest in the program as the possible "new technique" in wartime radio advertising. Talent selected from each Army camp is used.

Morale Builder

The program is being presented by General Motors in cooperation with the War Dept. and USO. Agency handling the account is Campbell-Ewald Co., Detroit. Henry T. Ewald, chairman of the board, personally has directed development of the program. Henry Souvaine, well-known radio figure, is producer.

Undersecretary Patterson, at a luncheon in Washington last Monday on the eve of the premiere, told a group of Army officers and radio and agency executives that the Army thoroughly endorsed the program innovation. He praised radio as a builder of national morale. As second in rank in the War Dept., Col. Patterson is the top operations official of the Army. Last November, prior to Pearl Harbor, he said it was the Government's intention to keep commercial radio "exactly as it is".

During World War I, Col. Patterson told the group, while he was serving in the Army, the boys also put on "little shows" of their own which were a source of great entertainment for them. Through the medium of radio, he said, Army shows now will be carried throughout the world and millions of Americans everywhere will constitute the audience.

"I remember how much those shows meant to us in 1917-18 and I am sure *Cheers From the Camps* will serve far better the men in the armed forces today."

The decision to sponsor *Cheers From the Camps* was explained by R. H. Grant, General Motors vice-president. He said General Motors was one of the pioneer users of radio as an advertising medium. In *Cheers From the Camps*, he said, "we saw we could have a program which would serve the boys in camp and their folks at home. In time of war radio programs should more than ever be in good taste, in harmony with the general feeling throughout the country and in cooperation with the national effort. I believe *Cheers From the Camps* does this and also carries the message of General Motors' program in war production to the public and at the same time serves a patriotic function in bolstering the morale of the people of the country".

Brig. Gen. Edwin H. Marks, commanding officer of Ft. Belvoir, said he believed *Cheers From the Camps* will be a "wonderful outlet for the talent among the men in the armed services and as an enjoyable program for their families at home."

Notable Guests

Guests at the pre-premiere luncheon, introduced by Paul Garrett, vice-president and director of public relations of General Motors, included:

Maj. Gen. L. H. Campbell, Chief of Ordnance; Maj. Gen. Lewis B. Hershey, director, Selective Service; Maj. Gen. A. D. Surles, director, Bureau of Public Relations, War Dept.; Brig. Gen. Edwin H. Marks, commanding officer, Ft. Belvoir, Va.; Lt. Col. E. M. Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept.; Col. R. B. Lovett, asst. director, Bureau of Public Relations, War Dept.; Col. Herbert White, Ordnance Dept., U.S.A.; Maj. A. S. McClelland, Special Services, Ft. Belvoir, Va.; Maj. J. T. Winterich, radio director, Services of Supply; Capt. W. C. Holt, Office of Services of Supply; J. P. Little, vice-president, General Motors Trucks; Fred Horner, War Dept.; W. J. Mougey, General Motors public relations; Col. William M. Wright, chief, Pictorial Branch; Louis G. Cowan, consultant, Radio Branch, and Jack Harris, director special events & news, Radio Branch, Bureau of Public Relations, War Dept.; Maj. Ashby B. Land, public relations officer, Ft. Belvoir, Va.; Col. Arthur I. Ennis, public relations officer, Army Air Forces; H. T. Ewald, Campbell-Ewald Co.; A. R. Glancy, War Dept.; William Ardery, J. B. Woodside and Jess Blackmore, General Motors; Joe Neebe, Campbell-Ewald; Henry Souvaine, producer of *Cheers From the Camps;* Jesse Butcher, director, public relations, United Service Organization; Capt. William C. McKeehan, public relations, Services of Supply; Brooks Watson, administrative executive, Radio Branch, Bureau of Public Relations; and John S. Cullom, Agency Liaison, Radio Branch, Bureau of Public Relations.

The program is being shortwaved throughout the world to every base where American troops are stationed. Much of the music is composed by the soldiers themselves and broadcast for the first time. It is written to serve as a "radio letter" back home to all the folks, with a typical Army youth as the correspondent.

CHEER FOR RADIO

SECRETARY PATTERSON

WESTERN ELECTRIC Co., has released a film showing methods used by the company to reclaim scrap metals in the Bell Telephone System. The movie will be shown to industrial organizations throughout the country.

THEY CHEERED at the premiere of *Cheers From the Camps* last Tuesday night when it got off to a rousing start at Fort Belvoir, Va. Among those present were (l to r): Henry Souvaine, producer of the program; Lieut. Col. Edwin M. Kirby, chief radio branch, Army Bureau of Public Relations, which arranged the program; Paul Garrett, General Motors vice-president, sponsoring the one-hour program over a full CBS-CBC network, and via shortwave; Brig. Gen. Edwin H. Marks, commanding officer of Fort Belvoir, and Henry T. Ewald, president, Campbell-Ewald Co., placing the account and originator of the program.

COST QUOTA RULING IS ISSUED BY WPB

CONSTRUCTION authorized by the War Production Board does not have to be included in the cost quota of $5,000 allowed by the original order (L-41) [BROADCASTING, April 13], according to an interpretation released last week. As it affected radio, builders were required to obtain authorization from WPB to begin construction costing $5,000 or more during any continuous 12-month period.

Under the order, stations or prospective licensees who had already acquired equipment pursuant to an FCC construction permit but had not begun construction, could not begin without authorization of the WPB. By this latest interpretation it has been established that cost above $5,000 (established by the order) need only be included in the total cost of the project.

Another aspect of the interpretation provides that the estimated cost need not include the cost of the used material, including equipment taken from a building for use in other construction work provided there is no change of ownership. Similarly, it is not necessary to include in the total cost estimate the cost of labor in incorporating such used material.

In the order, maintenance and repair work was not affected as long as such repair could be effected "without change of design". According to the interpretation, the term is meant to allow change in material or type of equipment if the architectural or structural plan is not substantially altered in effecting the change.

Stephano Series

STEPHANO BROS., Philadelphia (Marvels cigarettes), on June 8 started sponsorship of *Salute to Victory*, transcribed quarter-hour on WBBM, Chicago, Monday through Saturday. Program consists of a series of interviews with recruits, their friends and relatives and celebrities at Chicago recruiting centers of the Navy, Coast Guard, Army Air Force and Marines, transcribed in the morning and broadcast in the late evening. It is believed to be the first recruiting program to be sponsored commercially. Pat Flanagan, sportscaster of WBBM, is m.c. of the series. Agency is Aitkin-Hynett Co., Philadelphia.

Holland Furnace Discs

HOLLAND FURNACE Co., Holland, Mich., is sponsoring stories behind given names of people combined with organ music and bits of philosophy in *Dealer in Dreams*, thrice-weekly quarter-hour transcribed program. Stations are WGN, Chicago; KMOX, St. Louis; KDKA, Pittsburgh; WLW, Cincinnati; WJR, Detroit. Account was placed through Stack-Goble Adv. Agency, Chicago.

La Prade Gets Degree

ERNEST LA PRADE, director of music research of NBC and musical consultant to the network's engineering department, on June 12 was awarded a Doctor of Music degree by the College of Music of Cincinnati.

KEEP PITCHING with WPEN

PHILADELPHIA

"The Station That Sells"

5000 WATTS • 950 ON THE DIAL

FCC to Register All Transmitters Not Under License

Order Is Designed to Locate Communications Apparatus

AS FURTHER protection against subversive use of radio, all persons in possession of radio transmitters who do not now hold a station license, were ordered last Monday by the FCC to register such transmitters with the Commission before June 28.

The order, it was said, will cover all dealers who may have unsold transmitters in stock, ham operators who may have discontinued operations and allowed their licenses to lapse or those who may have purchased transmitters in anticipation of operation at some later date.

It was also said at the FCC that order for registration of all licensed ham operators may be expected shortly.

Special Forms

Under last Monday's order, application for registration must be made on forms which will be furnished by the FCC. These can be obtained in Washington or from the Commission's 30 field offices. As in previous orders of this nature it was emphasized that the registration applications must be returned to the Secretary, FCC, Washington and not to field offices.

Through its order, it was said, the Commission "has taken the necessary steps to ascertain the exact locations and amounts of all equipment of this kind in the country. Consequently," it was said, "the Government will be in a position to take measures to prevent use of the equipment by enemy interests, and to determine its availability for our own war needs."

The order stipulated that it will issue a nontransferable certificate of registration to the applicant when it has been determined that "sufficient and reliable information has been furnished" and this certificate should be "conspicuously affixed to the transmitter for which it is issued."

The Commission must be notified within five days of "loss, disposal or disappearance" of a transmitter under the order and in such case, it was added, the certificate of registration must be returned to the FCC.

Text of Order

As a further guarantee against subversive use of a transmitter, the order specified that in cases where there is no valid registration certificate outstanding for a transmitter or where name of manufacturer of serial number has been obliterated, removed or altered, the transmitter "shall be subject to closure and removal by the Commission."

Full text of the order (No. 99) follows:

At a session of the FCC held at its offices in Washington, D. C. on the 26th day of May, 1942:

Pursuant to the authority conferred upon it by Order No. 4, dated April 16, 1942, of the Defense Communications Board, the FCC hereby orders every person or organization in possession of a radio transmitter, who does not hold a radio station license for the operation of such transmitter, to apply for registration of such transmitter with the Commission not later than 20 days after the effective date of this Order, in accordance with the following provisions:

(1) "Radio transmitter" as herein used means a device designed for transmission of communications by radio frequency energy. This order is not intended to include apparatus commonly known as phonograph oscillators, test oscillators, signal generators and wired radio systems.

(2) Application for registration shall be made on forms furnished by the Commission, and such forms shall be obtained from the FCC in Washington, D. C. or from any of its field offices.

(3) Individual applications must be made for each transmitter to be registered and each transmitter must be separately registered. All requests for application forms should state the number of transmitters to be registered.

(4) All application forms shall be returned to the Secretary, FCC, Washington, D. C. (*not to the field office*).

(5) If, upon receipt of an application for registration, the Commission finds that sufficient and reliable information has been furnished, it will issue a nontransferable certificate of registration to the applicant.

(6) The applicant shall be responsible for having the certificate of registration conspicuously affixed to the transmitter for which it is issued.

(7) Any person or organization in any manner coming into possession of a transmitter required to be registered under the terms of this order shall apply to the Commission for a certificate of registration within 15 days after obtaining such possession.

(8) If a transmitter for which a certificate of registration has been issued should be transferred sold, assigned, leased, loaned, stolen, destroyed, or otherwise removed from the possession of the registrant (holder of the certificate of registration), he shall notify the Commission within five days thereafter, furnishing a statement as to such loss, disposal, or disappearance, and furnishing the name of the recipient of the transmitter if such person is known to the registrant. In such case, the certificate of registration shall be returned to the Commission.

(9) The registrant shall notify the Commission, within five days, whenever the transmitter registered is moved from its registered location to another location. The Commission will then issue a new certificate of registration to the registrant.

(10) (a) Whenever the registrant of a transmitter shall be the manufacturer thereof, he shall stamp upon it the name of the manufacturer and a serial number.

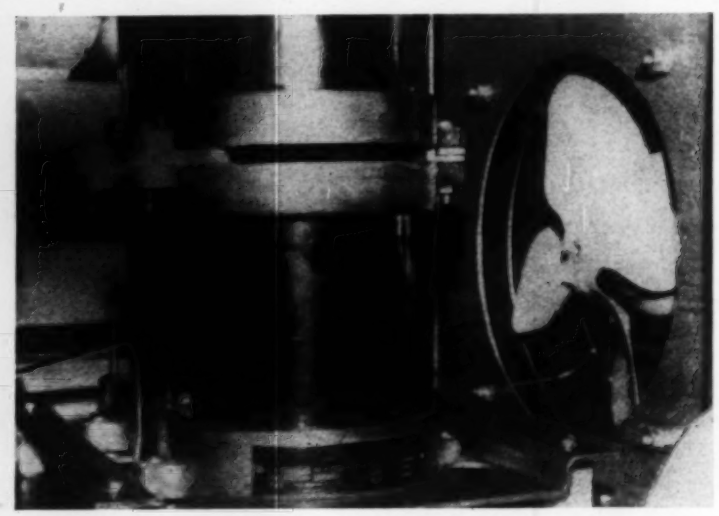
(b) Whenever a transmitter has impressed upon it, or is in any way marked with the name of the manufacturer and a serial number, the person in possession shall be responsible for preserving such marking from obliteration, removal or alteration.

(11) Any transmitter required to be registered under this order and for which there is no valid registration certificate outstanding or from which the name of the manufacturer or serial number has been obliterated, removed, or altered, after the date of this order, shall be subject to closure and removal by the Commission.

(12) The following transmitters shall not be subject to any of the provisions of this order: Transmitters in the possession of the United States Government, its officers or agents, or which are under contract for delivery to the United States Government.

This order shall become effective June 8, 1942.

HOW TO CONSERVE CONDENSERS



THE ACCENT is on conservation in technical radio. If a condenser blows, you can't buy one even if you can locate it new without a priority. Out at WCFL, Chicago, where Maynard Marquardt serves the unique dual function of station director and chief engineer, they've licked the condenser problem. Here's how:

This photograph indicates the "ounce of prevention" following an epidemic of blown tank condensers in the final amplifier. The life is prolonged by ventilation. To get maximum ventilation two kitchen type fans were installed, one for each bank of series-parallel condensers and then spacers were inserted between each of the series condensers. Since the installation there hasn't been a single failure. The idea, reports Mr. Marquardt, was conceived and the work done by the transmitter staff under the direction of William Pracht, transmitter supervisor.

"I really believe this simple device may be a very important suggestion to the engineering branch of our industry," says Mr. Marquardt. "As you know, tubes, condensers and resistors are the Achilles' Heel which now threatens transmitter operation."

EDITOR'S NOTE: All stations, as a matter of self-interest, must prolong equipment life to the 'nth degree. Let the rest of the industry know about innovations in your plant that have worked out! BROADCASTING will publish such data, with appropriate illustrations, as received.

ROY SHIELDS, musical director of NBC-Chicago, on June 17 will receive an honorary degree of Doctor of Music in recognition of "outstanding contribution to the advancement of radio music". He will receive the citation from the Chicago Music College at its 75th annual commencement program.

NEW DISC BLANK IS GIVEN PATENT

MANUFACTURE of transcription discs made on a non-punchable base material having a punchable center is now covered by patent 2,283,797 issued on May 19 to Audio Devices, New York, maker of glass-base audiodiscs.

When aluminum was withdrawn from use in the transcription industry a new recording blank developed by Audio Devices came into use. At first, the glass base discs were produced on a fairly thick base with only the center pinhole drilled directly through the glass. The weight of the disc prevented any slipping on the turntable during recording.

When tests showed that a thin flexible glass base would be much stronger it was necessary to develop a new substance for the center of the disc. Through the method patented, a hole of sufficient size is made in the center of the glass base and a fiber piece inserted. After a coating is applied, the disc is punched with a center hole and the usual three drive-pin holes.

P & G Tests 'Superman'

PROCTER & GAMBLE, Cincinnati, is testing for 13 weeks *Superman*, transcribed series issued by Superman Inc., New York, on WSB, Atlanta, and KVOO, Tulsa, for Guest Ivory Soap. Series started June 8 on WSB, Monday, Wednesday and Friday, 5:45-6 p.m. and June 9 on KVOO, Tuesday, Thursday and Saturday, 5:30-5:45 p.m. Agency is Compton Adv., New York. *Superman* starts on MBS Aug. 31 as a live network show [BROADCASTING, June 8], but the recorded series will continue in areas not conflicting with the Mutual show, according to Superman Inc. However, the transcriptions will be heard on local stations only as long as the supply on hand lasts, as no new recordings will be made.

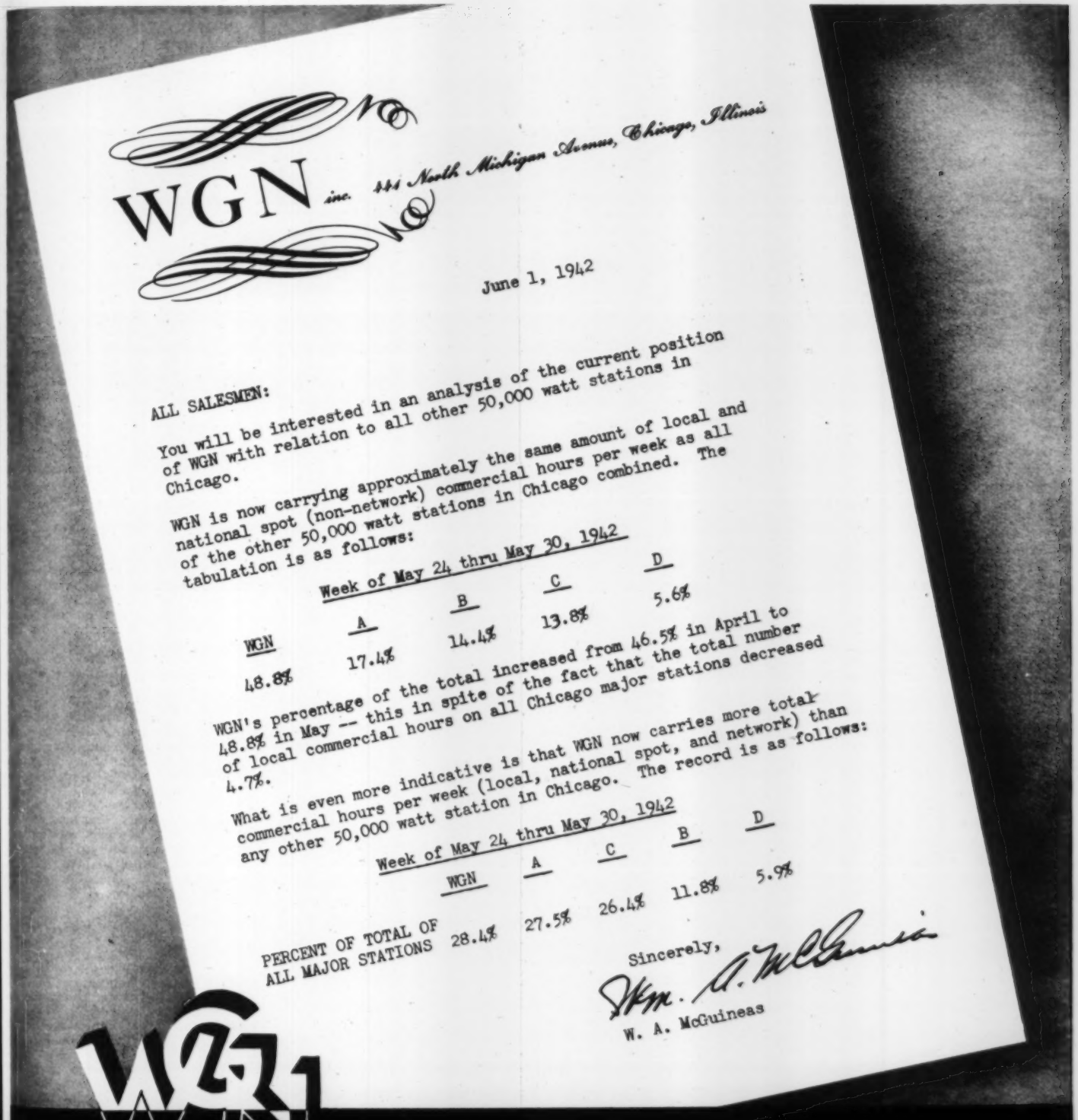
P & G 5-Year Pact

PROCTER & GAMBLE Co., Cincinnati, in the interests of Duz, has signed a five-year contract placing Irna Phillips' serial program *Road of Life* in a permanent period on NBC only, effective June 29. Currently the program is heard for Chipso on NBC, Monday through Friday, 11:30-11:45 a.m. on some stations live and on a different group of stations via transcription. It also has a daily repeat on CBS at 1:45 p.m. After June 29, it will be heard 11-11:15 a.m. for Duz. Agency for Duz is Compton Adv., New York.

More P & G Breaks

PROCTER & GAMBLE Co., Cincinnati, first sponsor of station breaks on WJZ, New York, with a 52-week contract for seven announcements weekly for Duz, will also sponsor four station breaks, four times weekly on behalf of Oxydol, for a period of eight weeks. Blackett-Sample-Hummert, Chicago is the agency for Oxydol.

REVOLUTIONARY new radios when peace comes were stressed in advertisement of the Rogers Majestic Corp. Toronto, which appeared in Canadian newspapers recently.


WGN inc. 441 North Michigan Avenue, Chicago, Illinois
June 1, 1942
ALL SALESMEN:
You will be interested in an analysis of the current position of WGN with relation to all other 50,000 watt stations in Chicago.
WGN is now carrying approximately the same amount of local and national spot (non-network) commercial hours per week as all of the other 50,000 watt stations in Chicago combined. The tabulation is as follows:
Week of May 24 thru May 30, 1942
WGN 48.8% A 17.4% B 14.4% C 13.8% D 5.6%
WGN's percentage of the total increased from 46.5% in April to 48.8% in May — this in spite of the fact that the total number of local commercial hours on all Chicago major stations decreased 4.7%.
What is even more indicative is that WGN now carries more total commercial hours per week (local, national spot, and network) than any other 50,000 watt station in Chicago. The record is as follows:
Week of May 24 thru May 30, 1942
WGN A C B D
PERCENT OF TOTAL OF ALL MAJOR STATIONS 28.4% 27.5% 26.4% 11.8% 5.9%
Sincerely,
Wm. A. McGuineas
W. A. McGuineas
WGN
A Clear Channel Station
MUTUAL BROADCASTING SYSTEM
EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y.
PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

Discount Offered By CBS for Use Of Entire Network

Station-Hour Deduction Cut In Revision of Charges

ENCOURAGING advertisers to use the complete CBS network of 115 stations in the United States, CBS last week announced a two-way revision in its network discounts, including both a reduction in the present weekly "station-hour" discounts and a new discount of 15% for all advertisers using the full network.

Plan is effective July 15, 1942, for new contracts and July 15, 1943, or on any intervening date for present contracts, at the option of present CBS clients.

Change in Rates

New discount schedule shows no weekly discount for advertisers using less than 25 station hours a week, but discounts of 2½% for advertisers using 25 to 44 hours weekly, 5% for 45 to 69 hours a week and 7½% for 70 or more hours per week. This represents a reduction in the discounts formerly granted: Net for less than 10 hours per week, 2½% for 10 to 14 hours, 5% for 15-24 hours, 7½% for 25-44 hours, 10% for 45-69 hours and 12½% for 70 or more station hours a week.

With the annual discount of 12½% allowed for 52 consecutive weeks of network broadcasting or to advertisers using more than 8,750 station hours or having billings of more than $1,500,000 annually, the maximum possible discount under the new plan for advertisers using less than the full CBS network is 20% as compared to the 25% former maximum. The extra 15%, applicable to the net U. S. billing after the weekly discounts for advertisers using all CBS stations in the country, however, raises the maximum for such advertisers from 25% to 32%.

Purpose of the change, says CBS, is two-fold: "First, to bring our network rate structure abreast of important changes in the geography, the economics and the engineering of radio coverage facilities—changes which have crystalized during the past several years while the rate structure has stood still. Second, to provide a strong economic incentive to advertisers to use maximum nationwide networks."

Increases in power and transmission efficiency of CBS stations, combined with a method of computing discounts that dates from an early cycle in the growth of radio facilities, has resulted, the announcement points out, in steady decrease in the cost-per-thousand radio listeners for large stations and a less great decrease in the cost-per-thousand listeners for smaller stations, with a resulting differential which has not encouraged the 70-station advertiser to use 90 stations, the 80-station advertiser to use 100, or the 90-station advertiser to use the full network.

More Listeners

As a result, the announcement continues, "many stations among our affiliates fail to receive the top-ranking programs of the network" and "the advertiser, too, suffers by relying upon a secondary signal, inferior to the signal of the local station which he is not using—and secures merely some fraction of the larger audience in the local station's area which he could command through its own transmitter."

Designed to offset these disadvantages for "the advertiser, the network and the station, alike," the new discount policy was withheld, CBS explains, "until the expanding totals of radio set ownership, actual number of U. S. radio homes, and total amount of radio listening have more than offset the 5% reduction in weekly discounts (which contributes a part of the cost to CBS of the new and additional 15% full network discount."

In offering an extra inducement to advertisers using all CBS stations, this network is following the lead of the BLUE, which a few weeks ago [BROADCASTING, May 25] announced a special package price for the use of the full BLUE Network by daytime advertisers taking five or six periods a week and which subsequently offered a "teamed sponsorship" plan to advertisers with nothing to sell the public during the war, also requiring the use of the full network to obtain the special benefits of the plan [BROADCASTING, June 1].

CBS is also following the lead of the BLUE in that its new rate card, now on the press, will earmark the first 2% of earned discount as a cash discount, rebated only as such. This discount, long urged by the 4 A's and the ANA, was included in the BLUE rate card issued June 15, first time such a cash discount was ever included in the rates of a nationwide network.

BILL DOLPH SHARES HIS CAR

And WOL Promotes Campaign to Help Those Affected by Rationing of Gas

HIS FRIENDS will tell you that Bill Dolph happens to be that sort of guy.

Driving down to his office each morning, the general manager of WOL, Washington, always picks up some standee waiting for a usually overcrowded bus or streetcar.

The transit company can't object because its facilities, like those in most of the gas-rationed States, are greatly overtaxed.

Even a Senator

But fully 95% of the other car drivers in the capital city won't bother to pick up a passenger. No less a personage than Senator Wallace White Jr. (R-Me.), co-author of the radio law, who waits on Massachusetts Ave. every morning for a bus and seldom if ever gets picked up, will attest to that. Even the cars with only one driver-passenger don't stop.

Coming down to the office one morning after picking up the publisher of BROADCASTING at a bus stop, Bill Dolph decided to do something about it. He instituted a *Share the Ride Club* over his station. It is working so well that Leon Henderson, OPA administrator and the daddy of tire and gas rationing, wrote him enthusiastically last week:

"I am in favor of your *Share a Ride Club*, as I am in favor of any legitimate and workable plan that will make the tires now on our cars do their utmost in necessary service . . . That is real conservation.

"It is gratifying that the seriousness of our rubber situation is so broadly recognized by radio and press and that they are so willing to do what they can to help.

TAXI TALK between Russ Hodges, sports authority of WOL, Washington, and Peggy Murray of the station's continuity department as Hodges shows her how to attach a "Share-A-Ride" card to the windshield of her car. He is wearing a tag on his hat in pedestrian style to inform a prospective "lift" of his destination. The destination tags are a part of the current campaign being conducted by the station to encourage the conservation of rubber and ease the transportation congestion in Washington by sharing rides to and from work.

"Your plan accents a feeling of neighborliness that is in us all, more than ever in wartime. Will you send me a membership card?"

The *Share a Ride Club* on WOL offers free destination cards to residents of Washington and nearby Maryland and Virginia, which can be used by motorists and pedestrian alike. Motorists can place the cards in the windshields of their cars while pedestrians can wear them in plain view. These destination cards show drivers and prospective riders where each is going and are meant to encourage the offering and asking for lifts.

WWDC, WGKV SALES APPROVED BY FCC

SCHEDULED to become the capital outlet of the newly-formed Bulova-Lafount Atlantic Coast Network, WWDC, Washington, was transferred to new ownership by action of the FCC June 9.

The Commission authorized sale of 100 shares of the stock of Capital Broadcasting Co. for $110,000 to Joseph Katz, head of the Baltimore agency bearing his name; G. Bennett Larson, supervisor of production of daytime radio for Young & Rubicam, New York; Charles N. Harrison, financial aide to Mr. Katz. Mr. Katz acquires 195 of the 250 outstanding shares; Mr. Larson, 50 shares; Mr. Harrison, 5 shares.

Mr. Larson resigned from his Young & Rubicam post as of June 1, and will be general manager of the station. Returning as program director will be Norman Reed. Edwin M. Spence, present manager and co-founder of the station, will retire from its operation and has not revealed his future plans.

The station's stock was purchased from Mr. Spence, Stanley H. Horner, Washington auto dealer, and Dyke Cullum, former Texas automobile dealer. Messrs. Horner and Cullum each owned 40% and Mr. Spence 20%. Litigation instituted against the station by Mr. Cullum has been dropped.

WWDC is Washington's newest station, having been authorized in October 1940 to use 250 watts on 1450 kc. It went on the air in August 1941, using a 100-watt booster station.

Transfer of control of WGKV, Charleston, W. Va., was also approved last Tuesday with the Commission authorizing William A. Carroll to sell his 128 shares of stock, representing 51%, to Worth D. Kramer, general manager of WGKV. Consideration, according to the FCC, was $10,500. The other 49% of WGKV, held by R. H. Crawford, is unaffected by the deal. Mr. Carroll in his application had stated that he was relinquishing his holdings due to ill health. WGKV, granted to Mr. Carroll in July of 1938, operates with 100 watts on 1940 kc.

Centaur Test

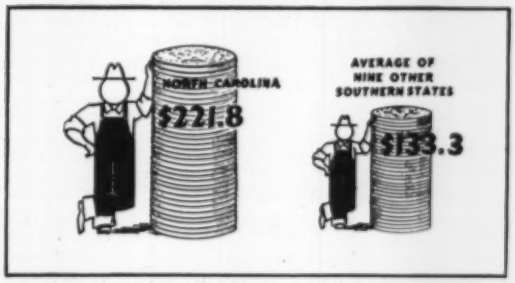
CENTAUR Co., Rahway, N. J. during the first week in July will start a test campaign for ZUT Baby Powder, using 18 evening announcements on WMCA, New York, and twice-weekly participations on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York. If the 13-week campaign is successful, more stations may be added. Agency is Pedlar & Ryan, New York.

Universal Film Plans

WITH an expanded promotional budget for the period starting in September, Universal Pictures Co., New York, will use radio, national magazines and trade publications to promote its musical productions. Although radio plans are still indefinite, it is understood that spot announcements will probably be used in connection with showings in local theaters throughout the country. J. Walter Thompson Co., New York, is agency.

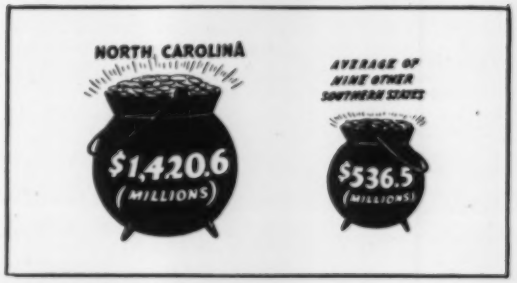
NORTH CAROLINA is the SOUTH'S GREATEST STATE

IN AGRICULTURE



CASH INCOME AND GOV'T. PAYMENTS Source: Department of Agriculture, 1940

IN INDUSTRY



VALUE OF MANUFACTURED PRODUCTS Source: Census of Manufactures, 1939

WPTF

with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC 680 KC

FREE & PETERS, INC. National Representatives

Delay Held Likely In Monopoly Case

FCC Seeks Speedy Hearing But Obstacles Appear

EFFORTS of the FCC for a speedy decision by the statutory three-judge court in the so-called chain-monopoly case instituted by CBS and NBC appear doomed to failure, according to legal observers.

Following the June 1 decision of the Supreme Court reversing the New York tribunal on the question of jurisdiction, the FCC sought to have the whole proceeding expedited in the hope of procuring a decision prior to the adjournment this month of the three-judge tribunal. As things stand now, however, little likelihood of trial on the merits is foreseen prior to the October term of the New York court.

FCC Asks Quick Action

In reversing the three-judge court on the question of jurisdiction, the Supreme Court found the networks had a cause in equity and took cognizance of the claim of irreparable injury. Customarily, the Supreme Court does not hand down its mandate for 25 days but by stipulation among counsel the mandate was issued June 9 and promptly transmitted to the New York court.

The FCC, through General Counsel Telford Taylor, is petitioning the three-judge court on its motion for summary judgment, under which the litigation would be decided on the record thus far adduced. CBS and NBC, however, are seeking a hearing *de novo*, which would entail the taking of testimony.

Precisely when the three-judge court, over which Circuit Judge Learned Hand presides, will be convened to act on pending motions has not yet been indicated, though something may happen this week. Other members of the three-judge tribunal who last February sustained the Commission's contention of lack of jurisdiction, only to be reversed by the Supreme Court, are District Judges Henry W. Goddard and John Bright. It is expected that some action will be forthcoming from the statutory court this week, however.

The New York court normally recesses at the end of June until October. It is presumed that network counsel will contend there is nothing of an urgent or emergent nature requiring speedy action by the tribunal. Moreover, it is pointed out that in the Southern District of New York it is rather difficult to convene a three-judge court for a protracted trial.

Legal observers feel the court may be disposed to await its fall term for the taking of testimony on the merits. Even if most of the bulky record amassed during the protracted FCC inquiry, which began in 1938, may be stipulated, a month or more of actual trial on the merits is deemed likely.

Samuel Brodsky, special assistant to the Attorney General and attorney for the United States, who has appeared for the Government in the chain-monopoly litigation, is representing the FCC in the proceedings. It is expected he will press the FCC's motion for action at this term.

Supreme Court Ruling Upholds Belo Corp. Wage Negotiations

Sustains Policy Based on Business Where Work Hours Fluctuate Widely From Week to Week

ANOTHER Supreme Court decision adverse to a Government agency's petition and affecting radio was handed down last Monday when the highest tribunal decided that the A. H. Belo Corp., owner of WFAA, Dallas, and publisher of the *Dallas Morning News*, had the right to negotiate wage contracts with its employes.

The case arose from enactment Oct. 24, 1938 of the Fair Labor Standards Act, which set ceilings on the weekly working hours of employes, established minimum hourly pay rates and set up the time-and-a-half pay rate for hours over a stipulated maximum.

Hourly Rates Adopted

The Belo Corp., prior to enactment of the Act, circulated a letter among its employes which stated that under terms of the Act the corporation would have to establish hourly rates for its employes. Hourly rates were set at one-sixtieth of the salary then being paid the employe—60 hours being the weekly limit an employe might work. The letter stated however, that in no cases would the employe receive less than he had previously been paid.

The letter also set forth that the employe would be paid time-and-a-half for hours over 44—the point set by the Act where overtime pay was to begin—and that if this brought the employes' pay above his weekly salary, at that time he would receive the additional compensation. Under the system an employe would have to work in excess of 54½ hours to receive additional compensation.

It was brought out by the court that Belo employes willingly signed the letters which acted as contracts and that the system continued in effect for 18 months before proceedings were instituted by Metcalfe Walling, administrator of the Department of Labor's Wage & Hour Division, alleging that the system was a device to avoid overtime provisions of the Fair Labor Standards Act.

The Belo Corp. retaliated by asking for a declaratory judgment in the District Court for the Northern District of Texas. In the meantime the Department of Labor instituted a suit to enjoin the Belo Corp. from continuing its wage contracts. Both suits were tried together and the Belo Corp. was upheld. The Circuit Court of Appeals to which the Government then appealed also upheld the Texas corporation.

Special Problems

In last Monday's decision, written by Justice Byrnes and affirmed by Chief Justice Stone and Justices Roberts, Frankfurter and Jackson, the Supreme Court, which granted certiorari "because of the importance of the question in the administration of the Act", stated in upholding the decisions of the lower courts that "where a question is as close as this one, it is well to follow the Congressional lead and to afford the fullest possible scope to agreements among the individuals who are actually affected". It was added that "this policy is based upon a common sense recognition of the special problems confronting employer and employe in businesses where the work hours fluctuate from week to week and from day to day."

The court alluded to the contention of the Wage & Hour administrator that the Belo Corp. failed to provide a regular weekly schedule of hours for its employes. This, the court said, was "difficult because we are asked to provide a rigid definition of 'regular rate' when Congress has failed to provide one."

In the dissenting opinion, written by Justice Reed and affirmed by Justices Black, Douglas and Murphy, it was suggested that through the Belo Corp. guarantee of a weekly salary an attempt was made to avoid "employe bargaining power". The dissent contended that "this guaranty controls the weekly wage up to 54½ hours of work, the number of hours contracted for by Belo without paying more than the fixed weekly wage. In a 54½-hour week or less," it was added, "the regular rate should be the guaranty divided by the hours actually worked."

It was also suggested that the Belo employes' contract was a means to avoid increase in cost of labor. It was said that "the employe willing, the number of hours which must be worked to earn the guaranty can be increased by suitable adjustment of the contract figures of hourly rates, hours contracted and overtime percentages.

"By such a verbal device," the dissenting opinion added, "astute management may avoid many of the disadvantages of ordinary overtime, chief of which is a definite increase in the cost of labor as soon as the hours worked exceed the statutory workweek." The opinion concluded that the Belo guaranty "fixes the quality of the contract, rather than the so-called basic or hourly rate of pay".

BOSS TAKES LOSS with a smile. A. N. Armstrong Jr., general manager of WCOP, Boston (center) parts with George Crowell (left), announcer-conductor of *Design For Living* and *Show Business*, both interview programs, and Terry Cowling, m.c. of *Evening Dance Party*. Both men were inducted the same day and sent to Camp Devens where they were assigned to the same regiment to serve in public relations. Given furloughs, they returned to clear up business and bid last goodbyes.

Daniel Boone Network Is Formed in Southeast

THREE STATIONS, all members of the NBC Southeastern Group, have been formed into the Daniel Boone Network, regional setup covering farming and mining sections of the Appalachians, the Great Smokies and the Blue Ridge Mountains, it was announced last week. Located in cities where there is a large percentage of war industry the group is available individually and in combination, and is represented nationally by Burns-Smith Co.

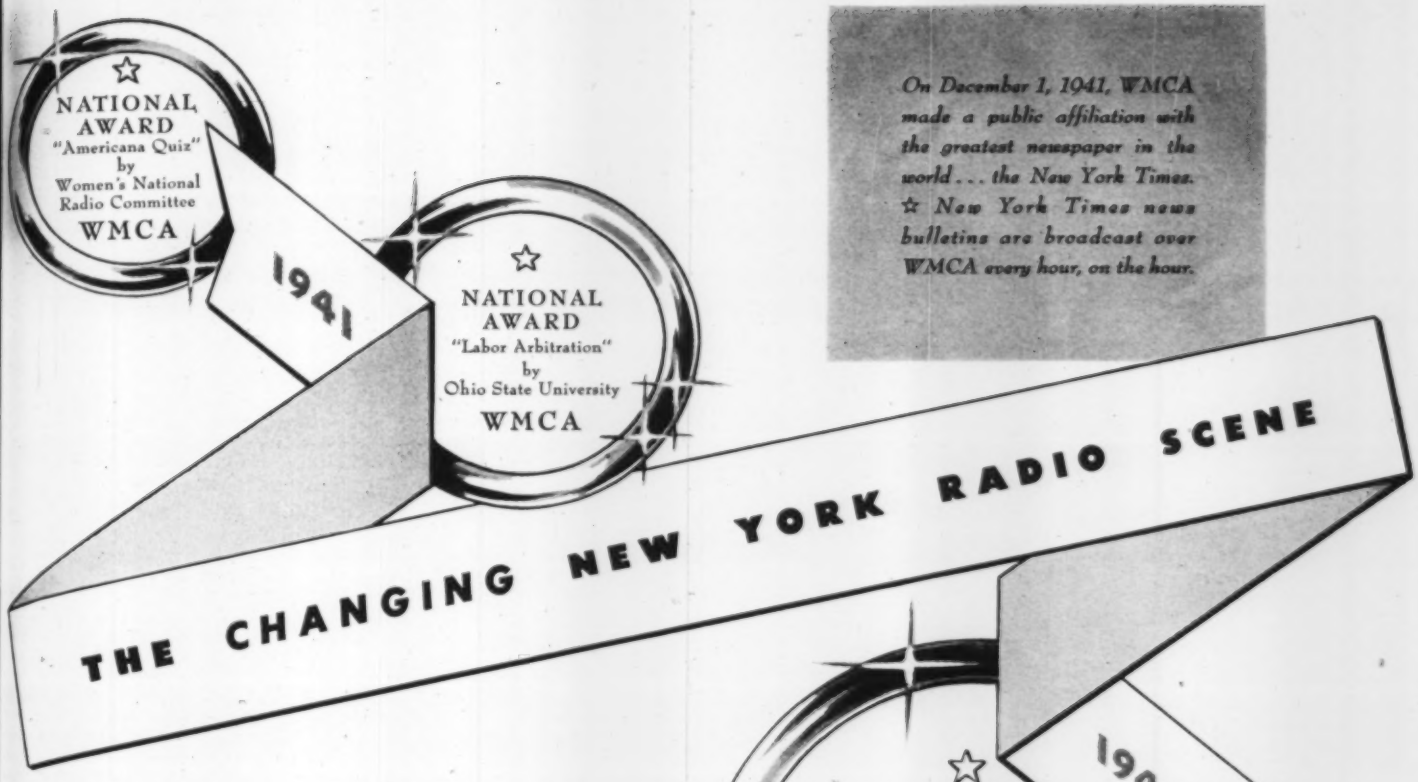
Stations are WOPI, Bristol, Tenn.-Va., owned by WOPI Inc., and operating on 250 watts, 1490 kc.; WKPT, Kingsport, Tenn., operated by the Kingsport Broadcasting Co. on 250 watts, 1370 kc., and WISE, Asheville, N. C., operating on 1230 kc., 250 watts, by WISE Inc.

Ironized Yeast Discs

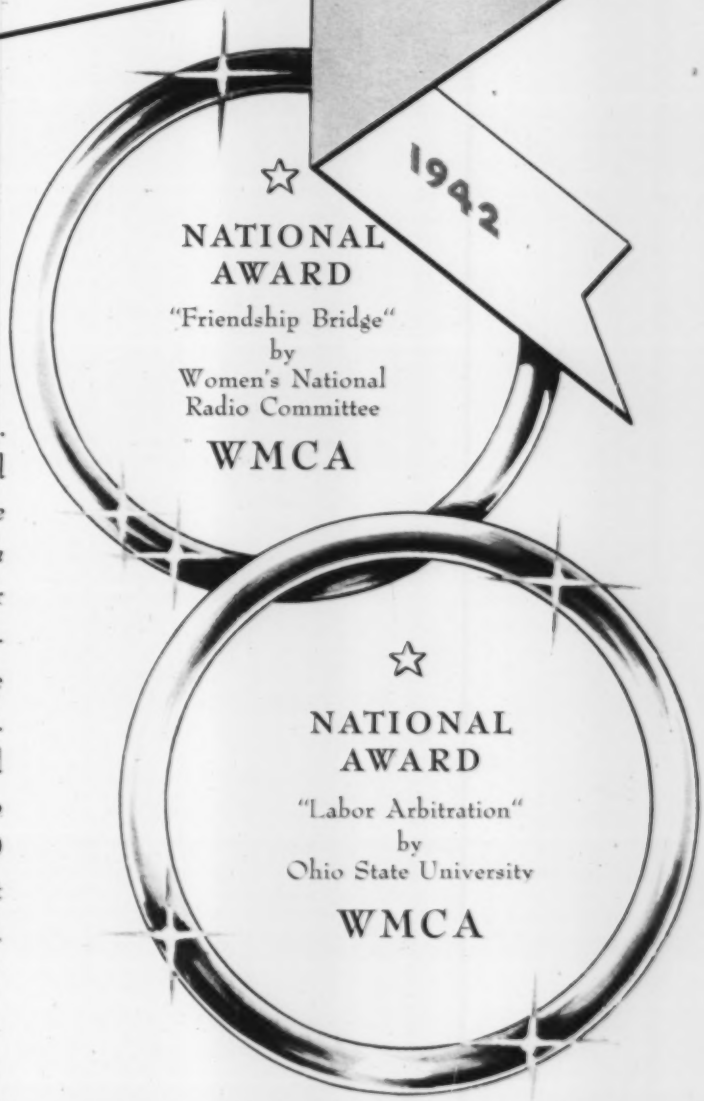
IRONIZED YEAST Co., Atlanta, which recently extended a test spot campaign on four Florida stations to a full 52 weeks, has launched a 13-week campaign of transcribed announcements on New York and Chicago stations. Transcriptions are heard from five to ten times weekly in New York on WEAF WOR WHN WNEW WMCA and in Chicago on WBBM WMAQ WLS WCFL WIND. No plans for further expansion of spot announcements are being considered at present, according to Ruthrauff & Ryan, New York, agency in charge.

Fruit Industries Sports

FRUIT INDUSTRIES Ltd., Los Angeles (wine), through Brisacher, Davis & Staff, that city, on June 15 starts for 8 weeks sponsoring the five-weekly quarter-hour *Jack Stafford's Sportscast* on KMPC, Beverly Hills. Following a brief lay-off, the series will be resumed in early fall. Firm on that date also starts for a similar period of time, using 66 spot announcements per week on KMPC. In addition, starting on June 22 for 8 weeks, 102 spot announcements weekly will be used on WEMP, Milwaukee.



On December 1, 1941, WMCA made a public affiliation with the greatest newspaper in the world... the New York Times. ☆ New York Times news bulletins are broadcast over WMCA every hour, on the hour.



IT isn't just happenstance that WMCA... an independent 5,000 watter...has earned itself the *same two* envied national awards *twice in a row.* ☆ *Against network and big station competition.* ☆ Determined to build better mousetraps than its neighbors, WMCA is developing programs of a quality far beyond the usual offerings of an independent station. Creating new interest among advertisers—and listeners. Changing the entire New York radio scene ☆ With its new prestige, and with 5,000 watts at 570, WMCA is today's best low-cost *quality* buy in the New York radio market.

Western Representative: Virgil Reiter & Co., Chicago

☆ W ☆ M ☆ C ☆ A

FIRST ON NEW YORK'S DIAL-570 • AMERICA'S LEADING INDEPENDENT STATION

Quincy Howe Joins CBS Commentators

WQXR Newsman Is Assigned To 'World Today' Program

QUINCY HOWE, formerly commentator of WQXR, New York, has joined CBS as news analyst, and is heard on *The World Today*, CBS news program, Monday, through Saturday, 6:45-7 p. m. Howe's summary of the day's news is followed by news from two CBS foreign correspondents, speaking from different points of the world. Howe brings the program to a conclusion with last-minute news developments. Formerly heard on the program was John Daly, CBS news announcer, who is taking his first vacation in four years.

Mr. Howe

A regular news commentator for WQXR since August, 1939, Howe was summoned to Washington last month for a special Government assignment. When CBS offered him a post as news analyst, the Federal executive for whom he was working advised him to accept the network offer, since it provided him wider field of service.

Entered Radio in 1938

Howe first went into radio as a guest speaker on current affairs in 1938. In September of that year, he was engaged by MBS for news analysis on the invasion and fall of Czechoslovakia. He has been heard on a number of radio forum discussions, including *American Forum of the Air, Town Hall Meeting of the Air, People's Platform*, and others.

In addition to his radio activities, Howe has served as managing editor of *The Living Age* and is the author of several books, including *World Diary: 1929-1934*, and *The News & How to Understand it*.

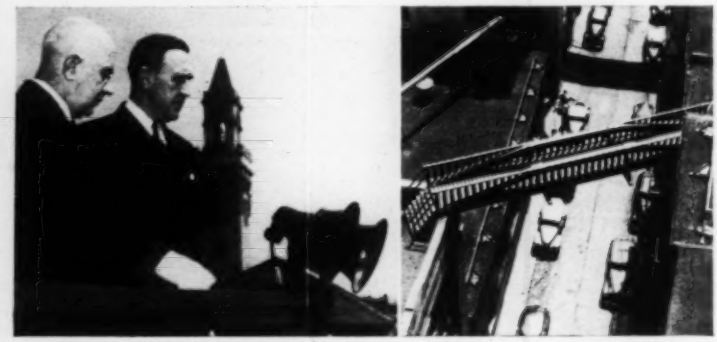
Born in Boston Aug. 17, 1900, Howe graduated from Harvard in 1921 and then travelled extensively in Europe, working in the editorial department of *The Living Age* on his return. He became managing editor following a second trip to Europe in 1926, retaining this position until 1935. He then joined Simon and Schuster, publishers, as head of the editorial department.

Spots for Handybook

MARTIN J. POLLAK, New York publisher, started a radio campaign June 9 to promote *Soldier's Souvenir Handybook*, a new volume of official Army information with space for personal notations. In addition to news and musical programs, the company will use a varied schedule of transcribed announcements on a substantial list of stations, probably on a coast-to-coast basis. Agency is Emil Mogul Co., New York.

A SYSTEM OF BLOCK DEFENSE

WTAG and Other Property Owners Merge to Produce Model Method of Protection



FROM AN OBSERVATION TOWER E. E. Hill (left), managing director of WTAG looks over the block defense setup in the heart of Worcester. With him is C. Vernon Inett, executive director of the Worcester Defense Committee. Bridge in right photo spans a 42-foot alley to complete linking of all roofs in the block.

BLOCK defense has been developed to a high point by WTAG, Worcester, and the affiliated *Telegram* and *Evening Gazette*, the plan offering ideas which may serve as a model in other cities.

E. E. Hill, WTAG managing director, and George F. Booth, owner of WTAG and publisher of the newspapers, instigated the defense project shortly after entry of the United States into the war, naming Herbert L. Krueger, WTAG commercial manager, and Richard M. Fitzgerald, mechanical superintendent for the newspapers, to develop the scheme.

Buildings Linked

A nucleus of 10 property owners in the block, including the Bancroft Hotel, pooled problems and purses. First project was to link all buildings in the block, requiring a 42-foot bridge across an alley. Safety equipment of all kinds was acquired, including tools, helmets, asbestos gloves, goggles and other supplies. Pails of sand and drums of non-freezing water were placed at strategic locations.

Siren warning systems are controlled from the hotel switchboard with auxiliary control from the newspaper city desk. Watch towers on the two highest buildings permit observation. They can be manned by sentries connected by telephone with each roof. Private police are on patrol at night. Telephones and sirens operate entirely by battery.

Report center is the city desk, where office boys serve as messengers. Fire-fighting equipment is placed at vital points in all buildings. WTAG and the newspapers have made drawings showing all switches, fire-fighting equipment, sprinkler shutoffs, exits and other vital points on each floor. These are placed around the plants and employes are familiar with their details.

Shelters are provided on middle floors and all departments are blacked out. Personnel training in air raid protection has been given. Cost of the development is described as relatively small since it was apportioned on a valuation basis.

GAS BOOK WARNING

BVC Cautions Stations About Fuel Formula Spots

WARNING about an announcement campaign promoting a book on how to make motor fuel has been issued by Broadcasters Victory Council, Washington, over the signature of the BVC chairman, John Shepard 3d. Mr. Shepard sent the following wire to all stations:

"General Adv. Agency, Los Angeles, sending one-minute announcements in reference to selling a book called 'Fearless Motor Fuel Formulas'. We feel these announcements are definitely contrary to Government policy and the war effort. We are checking further for full details. Will be given in next week's newsletter (BVC). Suggest you do not accept these announcements until you read newsletter and thoroughly check."

Borden in Canada

BORDEN Co., Toronto (cheese), on June 8 started five weekly transcribed spots featuring *Elsie the Cow*, on CFRB, Toronto; CFCF, Montreal; CHML, Hamilton, Ont.; CKLW, Windsor-Detroit; CKWX, Vancouver; CKCO, Ottawa; CFPL, London, Ont.; CKY, Winnipeg; CKAC, Montreal; CHRC, Quebec. Account was placed by Young & Rubicam, Toronto.

Williams Extends

R. C. WILLIAMS, New York, which started a two-week sales campaign on New York stations May 14 on behalf of Royal Scarlet Food Products, has extended its run of spot announcements on WOR, WJZ, and WEAF. Company continues sponsorship of one show on WNEW and another on WABC. Alley & Richards, New York, is agency.

Networks Answer Federal Complaint

Charges Are Categorically Denied in Chicago Court

ANSWERS by RCA-NBC and CBS to the Government complaint against networks in the anti-trust action instituted in the Chicago Federal court last December by the Dept. of Justice were filed in Chicago last Tuesday. The answers, a routine filing, categorically denied the allegations of the Government complaint, which charged the networks with monopolistic practices through exclusive and long-term contracts, time-option clauses, managed and owned stations in cities having less than four full-time outlets; and specifically, in the case of NBC, two-network, talent bureau and transcription operations.

Things Have Changed

NBC in its answer pointed out that since Feb. 13 the BLUE has been operating as a wholly-owned subsidiary of RCA, an operation entirely separated from NBC; that since April 1941 NBC, although still engaged in manufacturing and selling transcriptions to affiliates and non-affiliates alike, has allowed the other transcription companies to take off-the-line transcriptions of NBC broadcasts; and that after December, 1941, the artist service was eliminated.

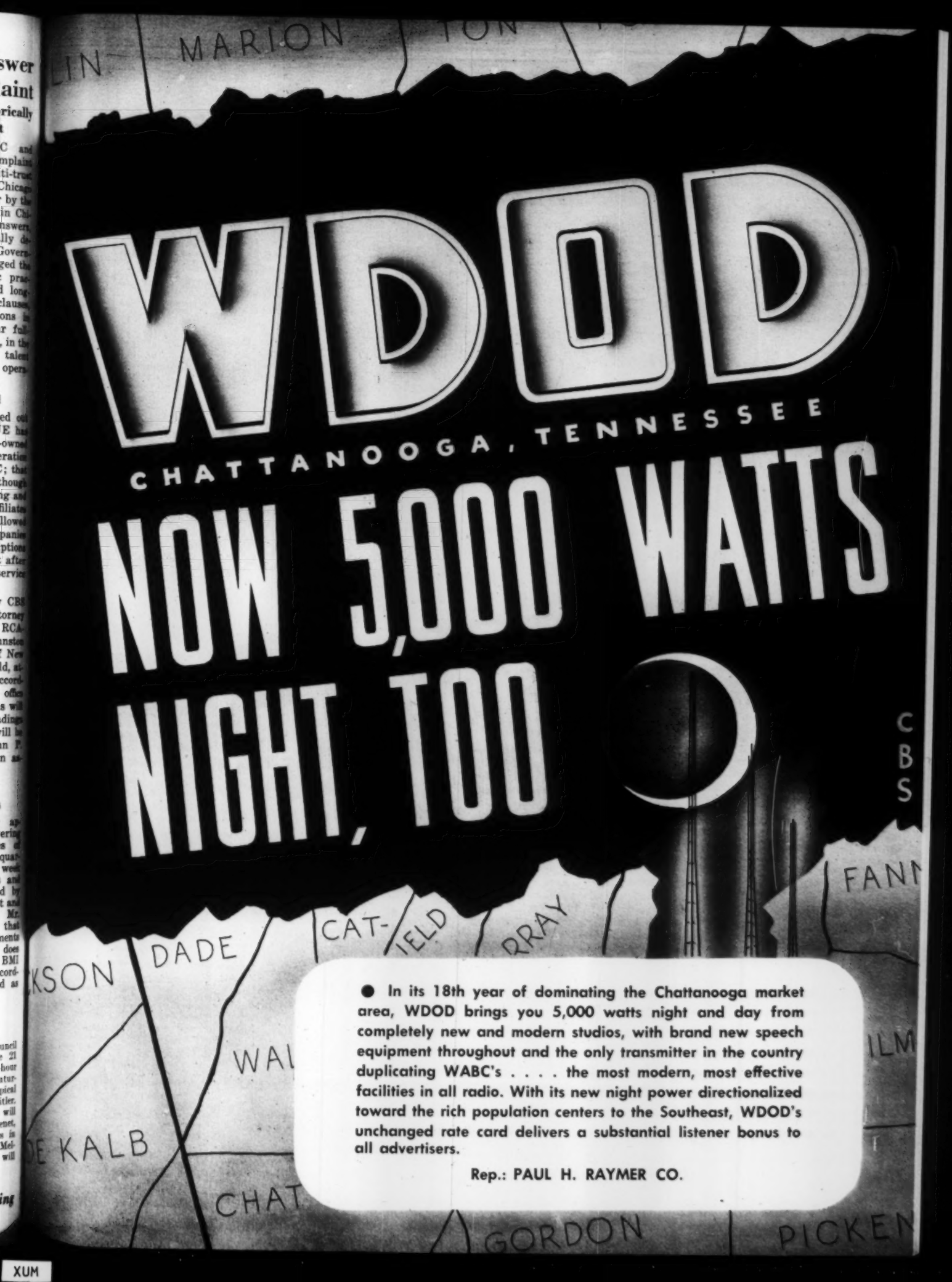
The answers were filed by CBS through John B. Moser, attorney of CBS - Chicago, and for RCA-NBC through Edward R. Johnston of Chicago, John T. Cahill of New York, and Joseph A. McDonald, attorney of NBC - Chicago. According to the U. S. attorney's office in Chicago, alternative actions will follow—either further pleadings will be entered or the case will be set for trial by Judge John P. Barnes, to whom it has been assigned.

BMI Royalty Checks

ROYALTY checks totaling approximately $160,000 and covering some 2,600,000 performances of BMI tunes during the first quarter of 1942 were mailed last week to BMI's authors, composers and publishers, it was announced by M. E. Tompkins, vice-president and general manager of BMI. Mr. Tompkins stressed the fact that this sum covers only the payments for performance rights and does not include the money paid by BMI for the sale of sheet music, recordings, etc., of music published as well as licensed by BMI.

From NBC to Hitler

UNDER the direction of the Council For Democracy, NBC on June 21 will begin a series of six quarter-hour Sunday afternoon programs, featuring dramatized letters by typical Americans written to Adolph Hitler. Titled *Dear Adolph*, the programs will be written by Stephen Vincent Benet, noted author, while noted actors in the American theatre, including Melvyn Douglas and Helen Hayes, will be selected for the casts.


WDOD
CHATTANOOGA, TENNESSEE
NOW 5,000 WATTS
NIGHT, TOO
CBS
MARION
DADE
GORDON
PICKEN
● In its 18th year of dominating the Chattanooga market area, WDOD brings you 5,000 watts night and day from completely new and modern studios, with brand new speech equipment throughout and the only transmitter in the country duplicating WABC's . . . . the most modern, most effective facilities in all radio. With its new night power directionalized toward the rich population centers to the Southeast, WDOD's unchanged rate card delivers a substantial listener bonus to all advertisers.
Rep.: PAUL H. RAYMER CO.

WPDQ WILL DEBUT IN JACKSONVILLE

SETTING next Sept. 1 as the approximate starting date of the new WPDQ, Jacksonville, Fla., Robert R. Feagin, general manager of WBML, Macon, Ga., has announced that he will also assume management of the Jacksonville regional, retaining his WBML post in an advisory capacity. WPDQ is authorized to operate with 5,000 watts fulltime on 1270 kc.

Station was granted Dec. 30, 1941, to Jacksonville Broadcasting Corp. with the call letters WJDC, since changed to WPDQ. Principals are James R. Stockton, president of Telfair Stockton & Co., real estate and mortgage company, president and 28% stockholder; E. G. McKenzie, 50% owner of Central Oil Co., Macon, and with a 25% interest in WBML, vice-president, 28%; E. D. Black, holder of the other 50% of Central Oil Co. as well as 25% of WBML, vice-president, 27%; Mr. Feagin, secretary and treasurer, 15%; Mrs. Margaret Curtis, of Jacksonville, 2%.

J. R. Donovan, formerly chief engineer of WTOC, Savannah, Ga., will head the engineering staff of WPDQ, Mr. Feagin also announced. Other personnel as well as choice of studio location will be disclosed later. Transmitter and studio equipment is to be RCA with additional equipment from Collins and Gates. Antennas are to be Winchargers.

NBC Names Helffrich As Continuity Scanner

STOCKTON HELFFRICH, for seven years assistant manager of NBC's script division, has been appointed manager of continuity acceptance replacing Janet MacRorie, resigned, according to William Hedges, NBC vice-president in charge of stations. Eugene Juster, a member of the continuity acceptance department, will be assistant manager in the script division.

A graduate of Pennsylvania State College, Mr. Helffrich joined NBC in 1933 in the general service department. Transferred to the script division in 1934 to handle literary rights and clearances, he became assistant to Lewis Titterton, manager of that division in 1935. In his new post, he reports to Mr. Hedges.

New 1 kw. in Canada

CKWS, Kingston, Ont., is to open on Sept. 1 with 1,000 watts on 960 kc., according to Jack K. Cooke, general manager. The station will be a basic outlet of the Canadian Broadcasting Corp. commercial network, replacing CFRC, Kingston, which is to be represented from July 1 to Sept. 1 by Northern Broadcasting sales offices at Toronto and Montreal.

Fibber Still Ahead

LATEST REPORT of the Cooperative Analysis of Broadcasting shows *Fibber McGee & Molly* still in the lead, with a rating of 35.8, followed by *Jack Benny*, with 34.3; *Bob Hope*, with 32.6, and Charles McCarthy, on the *Chase & Sanborn hour*, with 32.1. Shows are heard on NBC.

PEDAGOGIC PROBLEMS are pondered by faculty members of the summer Radio Institute of NBC-Chicago and Northwestern U who are laying out plans for the tentative eight weeks course to start June 22. NBC members are (l to r): Charles Urquhadt, assistant, and Wynn Wright, production manager; Judith Waller, public service director, who collaborates with Allen Miller, KWSC, Pullman, Wash., in handling classes in public service programming; Martin Magner, producer, teaching acting.

Marked Expansion of College Courses In Radio Are Planned During Summer

A SURVEY just completed by the Federal Radio Education Committee of the U. S. Office of Education reveals that 104 teacher-training institutions in 36 States this summer will offer courses in education by radio, as against only 80 a year ago. Of the 104, which represents one out of every four colleges responding to the Federal agency's questionnaire, 64 reported a single course, 18 two courses, 10 three courses, 5 four courses, 2 five courses, 2 six courses, and 1 seven.

"This evidence of increasing interest on the part of colleges and universities in preparing teachers to use radio in the schools," the FREC states, "is especially encouraging inasmuch as it comes at a time when a great many institutions of higher learning find themselves handicapped because of reduced budgets and an increasing number of students being called into military service.

Essential Training

"That teacher-training in the use of radio in education has actually increased—not merely held its own—under these conditions, tends, indeed, to give the belief that training in the use of this modern institutional aid is coming almost universally to be accepted as an essential part of the professional preparation of teachers."

FREC has prepared a directory of the institutions offering courses this summer. Included in the directory are the colleges offering special Engineering Science Management Defense Training engineering courses in cooperation with the U. S. Office of Education. The list follows (asterisks indicate ESMDT engineering courses):

ARKANSAS
Arkansas Polytechnic College, Russellville

CALIFORNIA
*California Polytechnic School, San Luis Obispo
California University, Berkeley
*Central Junior College, El Centro
College of the Pacific, Stockton
*La Sierra College, Arlington
Loyola University of Los Angeles, Los Angeles
Mills College, Oakland
Santa Monica Junior College, Santa Monica
Southern California University, Los Angeles
Stanford University, Stanford
*State College, Santa Barbara
University of Redlands, Redlands

COLORADO
Colorado State College of Education, Greeley
Colorado University, Boulder
Denver University, Denver

CONNECTICUT
*Connecticut College, New London
*U. S. Coast Guard Academy, New London

DISTRICT OF COLUMBIA
George Washington University

FLORIDA
*John B. Stetson University, DeLand

GEORGIA
Georgia School of Technology, Atlanta
Georgia Teachers College, Collegeboro
North Georgia College, Dahlonega
*Wesleyan College & School of Fine Arts, Macon

IDAHO
*Boise Junior College, Boise

ILLINOIS
Central YMCA College, Chicago
Chicago Conservatory, Chicago
Chicago University, Chicago
Columbia College of Drama & Radio, Chicago
Illinois University, Urbana
Illinois Wesleyan University, Bloomington
Northwestern University, Evanston
*Shurtleff College, Alton

INDIANA
Arthur Jordan Conservatory of Music, Indianapolis
Evansville College, Evansville
Indiana State Teachers College, Terre Haute
Purdue University, Lafayette
*St. Marys College, Notre Dame

IOWA
Cornell College, Mt. Vernon
Drake University, Des Moines
Iowa State College, Ames
*Luther College, Decorah
*Morningside College, Sioux City
*State University of Iowa, Iowa City
Wartburg College, Waverly
Western Union College, LeMars

KANSAS
Kansas State College, Manhattan
*Kansas State Teachers College, Emporia
*St. Benedicts College, Atchison

KENTUCKY
Asbury College, Wilmore
Mount St. Joseph Junior College, Maple Mount
*Kentucky University, Lexington

LOUISIANA
*Centenary College, Shreveport
Louisiana State University, Baton Rouge
Loyola University, New Orleans

MARYLAND
Maryland University, College Park

MASSACHUSETTS
Boston University, Boston
Emerson College, Boston
*Endicott Junior College, Pride's Crossing
Mount Holyoke College, South Hadley
Tufts College, Medford

MICHIGAN
Hillsdale College, Hillsdale
*Michigan College of Mining & Technology, Houghton
Michigan State College, East Lansing
Siena Heights College, Adrian
Wayne University, Detroit

MINNESOTA
Macphail College of Music & Dramatic Art, Minneapolis
Minnesota University, Minneapolis

MISSOURI
Joplin Junior College, Joplin
*Rockhurst College, Kansas City

MONTANA
Great Falls College, Great Falls

NEBRASKA
*Doane College, Crete
Hastings College, Hastings
Nebraska State Teachers College, Kearney
Nebraska State Teachers College, Peru
Nebraska University, Lincoln

NEW HAMPSHIRE
Dartmouth College, Hanover
New Hampshire University, Durham

NEW YORK
Columbia University, New York
*Manhattan College, New York
New York State Agricultural & Technical Institute, Alfred
New York University, New York

NORTH CAROLINA
Agricultural & Technical College, Greensboro
*N. C. College for Negroes, Durham
Woman's College of the University of North Carolina, Greensboro

NORTH DAKOTA
Bismarck Junior College, Bismarck

OHIO
Akron University, Akron
*Ashland College, Ashland
*Dayton University, Dayton
*Mount Union College, Allwine
Ohio State University, Columbus
Otterbein College, Westerville

OKLAHOMA
Central State College, Edmond
Oklahoma A. M. College, Stillwater
Oklahoma Baptist University, Shawnee
*Oklahoma City Jr. College, Oklahoma City
Oklahoma University, Norman
Phillips University, Enid
Southeastern State College, Durant
Southwestern Institute of Technology, Weatherford

OREGON
Southern Oregon College of Education, Ashland

PENNSYLVANIA
*Haverford College, Haverford
*State Teachers College, East Stroudsburg
State Teachers College, Indiana
State Teachers College, West Chester

RHODE ISLAND
*Brown University, Providence

SOUTH CAROLINA
Converse College, Spartanburg
*South Carolina University, Columbia

SOUTH DAKOTA
*Augustana College, Sioux Falls
South Dakota State School of Mines, Rapid City

TENNESSEE
*Madison College, Madison
Peabody College, Nashville

TEXAS
Agricultural & Mechanical College, College Station
East Texas State Teachers College, Commerce
*Kilgore College, Kilgore
N. Texas State Teachers College, Denton
*Prairie View State College, Prairie View
Sam Houston State Teachers College, Huntsville
*Texarkana Jr. College, Texarkana
Texas University, Austin
Tillotson College, Austin
West Texas State College, Canyon

UTAH
Brigham Young University, Provo

VIRGINIA
Hampton Institute, Hampton
Mary Washington College, Fredericksburg
*Shenandoah College, Dayton
State Teachers College, Radford
Virginia State College, Petersburg
William and Mary, Williamsburg

WASHINGTON
*Centralia Junior College, Centralia
Seattle Pacific College, Seattle
Washington State College, Pullman
Washington University, Seattle

WEST VIRGINIA
*Morris Harvey College, Charleston
Shepherd State Teachers College, Shepherdstown
West Liberty State Teachers College, West Liberty
West Virginia State College, Institute

WISCONSIN
*Carroll College, Wauhesha
Marquette University School of Speech, Milwaukee
*St. Norbet College, De Pere

WYOMING
Wyoming University, Laramie

*Offering ESMDT engineering courses.

"BLUES"
worth cheering about!

Since Pearl Harbor, more bluejackets have enlisted from Detroit than any other district in the nation. This didn't *just happen.* When recruiting offices sought assistance, WJR assigned a staff member as civilian radio advisor. Dramatic broadcasts portraying life in Uncle Sam's Navy were created and produced. Navy news was aired in special newscasts. Naval heroes recounted their thrilling experiences before WJR microphones. And enlistments swelled.

We're proud of Detroit's men in navy blue... "blues" worth cheering about! Proud too, of the silver plaque presented to us "in appreciation of co-operation in furthering naval recruiting." Still another "blue" we regard with pride is our blue Minute Man flag . . . the *first* issued to *any* radio station . . . emblematic of 100 per cent employee acceptance of the pay roll savings plan for U. S. War Bonds.

RADIO IN SERVICE OF HOME AND NATION

WJR
THE GOODWILL STATION
Detroit

BASIC STATION...COLUMBIA BROADCASTING SYSTEM
G. A. Richards, President . . . Leo J. Fitzpatrick, Vice President and General Manager

Edward Petry & Company, Inc.
National Representative

XUM

Merchandising & Promotion

Waring Tribute—Review Brochure—Free Photos
Kit Premium—Bonds From Sponsors

IN HONOR of WBZ, Boston, which becomes an NBC affiliate June 15, the *Fred Waring program*, sponsored five nights weekly on NBC by Liggett & Myers Tobacco Co., New York, for Chesterfields, is originating from the grand ballroom of the Hotel Statler in Boston during the week June 15-19. Courtney Snell, NBC engineer, and William Wilgus, producer of the show, will handle arrangements for the program in Boston.

* * *

All About RCA

TO GIVE a complete picture of RCA's wide scope of activities in radio and electronics from its formation in 1919 to the present emergency, the RCA Dept. of Information is circulating a 44-page illustrated brochure "RCA, What It Is, What It Does". Released to persons in radio and allied fields, government officials, business men, colleges and public libraries, the booklet answers pertinent questions about the organization. It also presents material relating to RCA research and engineering, and such subjects as television, communications, marine radio and technical training. A source reference is also included.

* * *

Newspaper Ads

AN INSTITUTIONAL campaign of eight ads promoting WNOX, Knoxville, is currently running in the *Knoxville News-Sentinel*. At first these ads were used by WMPS, Memphis, and received an award at the annual convention of the NAAN in St. Louis as being the best newspaper-radio promotion campaign in 1941.

* * *

Hotel Reminders

WCAE, Pittsburgh, has completed arrangements to attach cards to the radios in the rooms of the Pittsburgher Hotel calling attention to the station's news schedule. A similar card has been used in the rooms of the Hotel William Penn for the past several months.

The TEXAS RANGERS
Transcribed Library
is on
WJZ
NEW YORK
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Pix for Servicemen

RUSSELL GRAY, who conducts the *Camera Club* of KYW, Philadelphia, has organized the Volunteer Photographers Organization, comprising 125 members of camera societies. The purpose is to send free photographs of the folks back home to the boys in the service. Relatives and sweethearts who wish photographs taken of individuals or groups make their requests directly to the station by postcard or letter, stating the name, age and branch of service of the man to whom the photograph is to be sent, but not his address. The photos are 3 x 4 inches and the service will be continued as long as photographic supplies hold out.

* * *

Workers at Night

MAP illustrating the concentration of "war-worker counties" in the primary coverage area of WJZ, New York, has been mailed to agencies and advertisers with a letter from John H. McNeil, WJZ general manager, pointing out that a good percentage of war-workers are night-workers—an ideal potential market for the sponsor using *Say It With Music*, WJZ's all-night music program. The WJZ map, an outgrowth of the one released by the BLUE to show the concentration of its affiliates in war production centers, shows that 64 of the 94 counties in the station's primary area are OPA defense-rental zones.

* * *

Wins Voice Contest

WINNER of the voice competition for servicemen, conducted on NBC's *Hour of Charm* program during the past six weeks, is Seaman Dudley Lutton, of the Jacksonville Naval Air Station. Members of Phil Spitalny's all-girl orchestra, featured on the General Electric show, selected the winner, who received his award on the program June 14. Lutton won $500 worth of musical or athletic equipment for the recreation division of his Air Station. Each of the final six contestants received a $100 War Saving Bond. BBDO, New York, and Foster & Davies, Cleveland, handle the account.

* * *

More Car Conservation

KFEL, Denver has also offered listeners station facilities to form an "auto pool" to conserve rubber, gasoline and wear of automobiles. Announced by KFEL June 4 the pool invites listeners to obtain free registration cards at the studios if they desire to share cars with others.

* * *

Poll Results

KSD, St. Louis, used a full page color ad in the roto section of the May 31 *St. Louis Post-Dispatch* to promote the station's program position as a result of the national poll of Radio Editors and listener acceptance in the station's county area, by night and by day.

Lever Kit

LEVER BROS., Cambridge, Mass., is offering a purse-size mending kit and a coupon for a dime's worth of soap on three CBS programs and in several national newspaper supplements during June, in exchange for 15 cents and a box-top for Swan, Lifebuoy or Rinso, all featured in the offer. Programs used are *Bright Horizon* and *Big Sister*, daytime serials advertising Swan and Rinso respectively, and *Big Town*, Thursday evening program for Rinso. Young & Rubicam places the Swan program; Ruthrauff & Ryan the other two.

* * *

Available on Blue

SALESMEN of the BLUE Network have been supplied with pocket-size looseleaf notebooks containing complete descriptions of 20 BLUE programs currently open for sponsorship. With a title page "BLUE Network Programs For Sale", the notebooks show type of program, title, time, featured artists, broadcast history, listener comment, price, together with incidental information which might be important to a prospective advertiser. The books were devised by the BLUE sales promotion department and will be added to as new shows join the BLUE roster.

* * *

Sports Plan

ISSUED semi-monthly by KLZ, Denver, in the interest of sports activities in Colorado, the *KLZ Sportsman's Review*, edited by Fred D. Fleming, news editor, is being distributed to fishermen in the Dave Cook Sporting Goods Store, local sponsor. It features fishing gossip and how to enjoy the piscatorial sport in the face of tire and the imminent gasoline rationing. The promotion has proved highly successful for both station and sponsor.

* * *

Teaser Records

PERSONALIZED idea of Ken Stuart, of the promotion department of KOWH, Omaha, is the recording of special pre-broadcast announcements together with teaser announcements during the course of a contract which is sent with a folio of all promotional material to the agency handling the account.

Shadow Sponsors

WHEREVER Blue Coal, the network sponsor of *The Shadow*, does not cover a market transcriptions of the program are sponsored locally. Currently 154 sponsors are running the series in various markets throughout the United States, Canada, Hawaii and New Zealand. Sponsors range from a carriage company in Hawaii and a cleaner in Youngstown, O., to the New Zealand Government promoting war bonds.

ATOP TAXIS in Jamestown, N. Y., WJTN has placed signs reminding listeners of the station's wartime service. Bright in orange and blue, the signs are with white borders.

* * *

Bond Payments

TO PROMOTE National Bond Month in July and to promote additional advertising KMLB, Monroe, La., has advanced a plan to take War Bonds for sponsors' payments. KMLB sells time in $50 blocks for July, taking the payment in $50 bonds. The station then remits a 25% discount. Present sponsors are allowed to increase their July budgets under the plan.

* * *

CBS 'Mail Bag'

FIRST EDITION of the CBS *Mail Bag* containing excerpts from letters written by former CBS employes now in the armed forces, was released last week. The eight-page release will go to "every CBS Home Fronter" so that each may learn news of his former co-workers at the network. Attached is a sheet with 20 snapshots of "Home Fronters" in uniform.

* * *

Blonde at Teletype

AP TELETYPE machine tended by a blonde model is the center of a store window display used by Wm. A. Lewis Clothing Co., Chicago, for a promotional tie-in with their daily quarter-hour newscast on WAIT, Chicago.

* * *

In Cincy Theatres

WKRC, Cincinnati, has placed a series of lobby displays in 16 theatres of Cincinnati, Covington, Newport, Hamilton, Middleton and Dayton. Cards, which stand about four feet high, contain three photos each of WKRC personalities and program schedules.

BROCHURES

KGO, San Francisco, Four-page brochure, promoting Ann Holden's *Home Forum*, five weekly half-hour program for housewives.

KSTP, St. Paul—Promotes Bea Baxter's *Household Forum*.

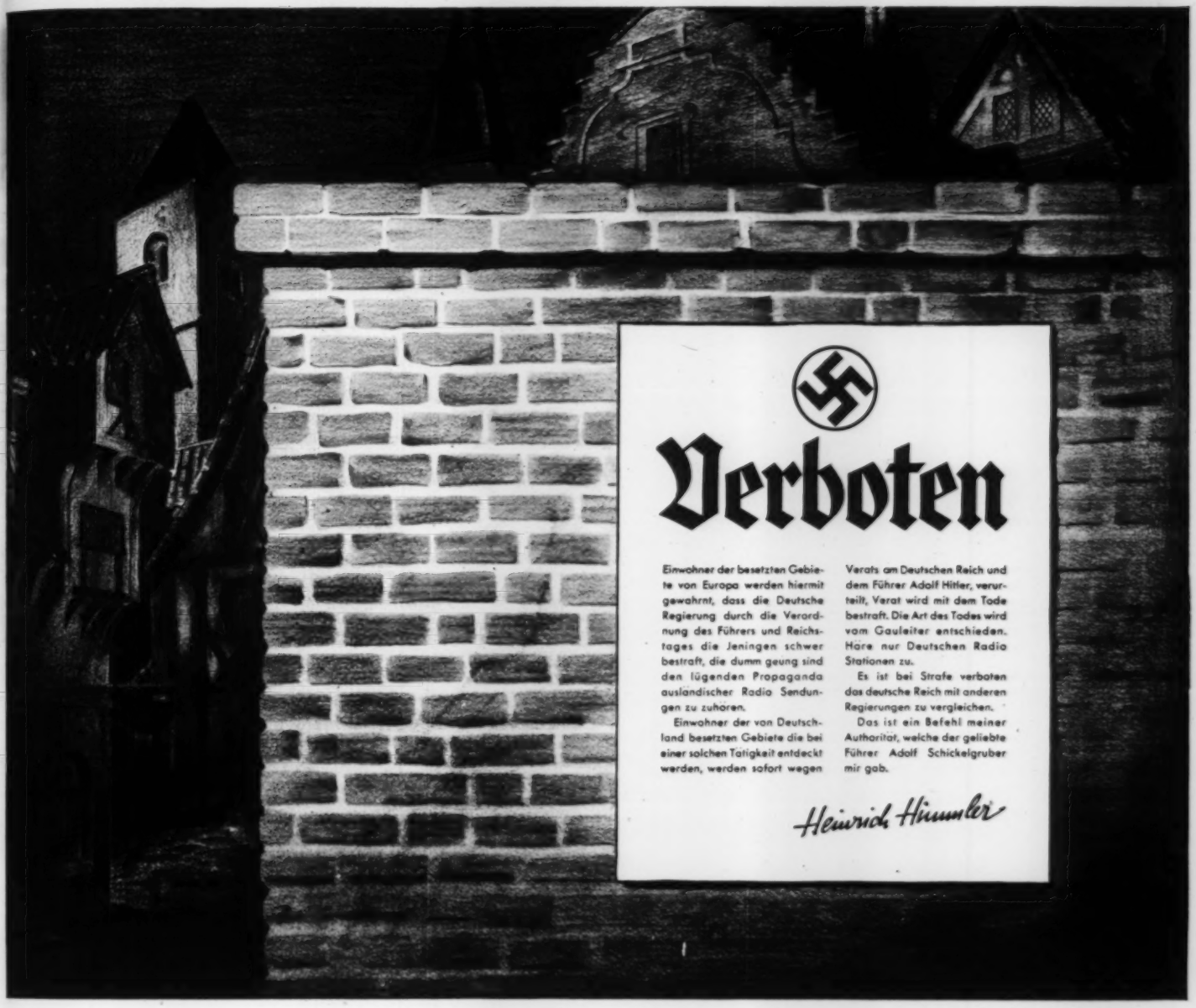
CFCN, Calgary-Alberta — Promoting the station's 10,000 watt power.

WBZ, Boston—Large simulated greeting card describing the success of Hallmark greeting card sponsorship on WBZ.

KFBI, Wichita—Red, white and blue folder titled "Swing and Sway the KFBI Way".

1ZB, Auckland, New Zealand—Illustrations and description of ultra-modern facilities. Brochures may be obtained from Howard C. Brown Co., 6418 Santa Monica Blvd., Hollywood. U. S. representatives.

KDKA, Pittsburgh—"Never a Dull Moment," 16-page booklet simulating a promotion man's rough sketches of copy for an advertising presentation, emphasizing KDKA's age, power, network affiliation, coverage and listener loyalty.


Verboten
Einwohner der besetzten Gebiete von Europa werden hiermit gewahrnt, dass die Deutsche Regierung durch die Verordnung des Führers und Reichstages die Jeningen schwer bestraft, die dumm geung sind den lügenden Propaganda auslandischer Radio Sendungen zu zuhoren.
Einwohner der von Deutschland besetzten Gebiete die bei einer solchen Tatigkeit entdeckt werden, werden sofort wegen Verats am Deutschen Reich und dem Führer Adolf Hitler, verurteilt, Verat wird mit dem Tode bestraft. Die Art des Todes wird vom Gauleiter entschieden. Höre nur Deutschen Radio Stationen zu.
Es ist bei Strafe verboten das deutsche Reich mit anderen Regierungen zu vergleichen.
Das ist ein Befehl meiner Authoritat, welche der geliebte Führer Adolf Schickelgruber mir gab.
Heinrich Himmler

VERBOTEN is a word the Nazis use a lot. It means, of course, "Forbidden."

It is *verboten*, for instance, to listen to the voice of a foreign radio station . . . *verboten* to listen to the uncensored truths of RCA shortwave stations WNBI and WRCA.

The penalty—? Death.

Sometimes they let you die quickly.

Sometimes they don't.

And yet . . . in a dozen countries of occupied Europe . . . folks *do* listen to these RCA stations: folks very like yourself. They risk torture, degradation and death to listen . . . *and you would do it, too!*

For man's hunger for truth can be suppressed by no tyranny that man has ever invented.

To the men and women who listen, the messages from RCA Transmitters across the sea are messages of *hope* in a world of despair—flashes of light in a wilderness of darkness.

We are glad that the equipment from which those messages are hurled came from RCA.

For those messages are working not only to shorten the war: they are laying the foundations of peace.

They are preparing the minds of the world for a just and *lasting* peace . . . a peace that is founded on truth and understanding and good will among men.

BUY U.S. WAR BONDS

RCA BROADCAST EQUIPMENT

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

RCA

KXEL

KBUR Burlington, Iowa—(Bonus to Basic Blue)

"FOLKS - THIS IS KXEL"

— These brief words will launch a great and powerful radio voice to a receptive, prosperous, appreciative audience. We are justly proud of the opportunity of bringing this new radio service to the families on farms and in cities who live here in the world's greatest agricultural area. We look on them not as mere listeners—but as living, thriving, friendly, radio loving people. It will be our constant endeavor to serve their needs—to share their joys and sorrows—to be neighborly—to realize our responsibilities and bring them all of the best that radio affords. Advertisers who entrust their messages to KXEL *JOSH HIGGIN'S VOICE OF AGRICULTURE* will speak to families who constitute the very backbone of America's buying power.

JOSH HIGGINS BROADCASTING CO.— INSURANCE BLDG. WATERLOO, IOWA

JOSH HIGGINS SAYS:

"Buyers and sellers of radio time these days talk lots about ratings of this station or that station or this or that program. That's good information to have, too. It seems to me, though, that the *quality of folks* who listen to a station—their ability to buy, and their appreciation of what radio means to them are something ratings do not tell. I know the folks in my "neighborly circle" are great hands to listen and respond to radio advertising. I know, too, that they have the means to BUY and BUY a'plenty!"

REPRESENTED NATIONALLY BY J

CLEAR CHANNEL • BASIC BLUE NETWORK

50,000 WATTS

Y JOHN BLAIR AND COMPANY...

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. • Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager • BERNARD PLATT, Circulation Manager
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CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 • S. J. PAUL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone - GLadstone 7353 • DAVID H. GLICKMAN
WEST COAST ADVERTISING REPRESENTATIVES: DUNCAN A. SCOTT & CO.
San Francisco, Mills Building • Los Angeles, Western Pacific Building

Subscription Price: $5.00 per year—15c a copy • Copyright, 1942, by Broadcasting Publications, Inc.

Radio's Adaptability

ADAPTABILITY is the word for radio. While the business picture in general remains reasonably good, except in a few localities, the reports from typical stations indicate that local seems to be slipping—due obviously to reducing inventories and inability to get enough new stocks to meet demand. National spot remains amazingly steady, and network business is showing no more than the usual seasonal declines.

To meet the gaps in commercial schedules caused by local dropoffs, some stations have seized upon an expedient that might well be emulated by others in cities with defense plants. WGAR, Cleveland, for example, sold a half-hour to the Cleveland Twist Drill Co., war producer, to broadcast ceremonies connected with the joint Army-Navy award it received; the company was so pleased with the show that it is considering a regular schedule of institutional advertising with particular emphasis on employe relationships.

In Wichita, KFH has sold time to Cessana Aircraft Co. for a program built around hobbies of plant employes, and some remarkably good human interest stories have been dug up. In New Haven, WELI has just signed a second 13-week renewal with Winchester Repeating Arms Co., manufacturing the Garand Rifle, for quiz programs in which employes participate and which is designed to bolster employe morale.

In Hartford, a smart local theater manager, to promote a special 1:15-3 a.m. show for defense workers who can't go to the theater otherwise, almost bowled over a salesman of WTIC when he walked into the station and bought nightly 25-word announcements at 12:54 a.m., just before the station's last newscast, because the workers in the many local war plants were known to listen to that broadcast just before going home from their shift [BROADCASTING, June 8].

On the national side of the picture, General Motors has returned to network radio; Allis-Chalmers, makers of heavy duty war equipment, is buying spot time in many localities to promote war bond purchases of extra defense earnings; Assn. of American Railroads may soon be on the air with an institutional campaign. Similarly, Ford and RCA are again considering network shows.

Whether for local morale shows or national institutional advertising, quite aside from brand-name promotion, far-sighted managers of defense industries are beginning to appreciate radio's prodigious powers. They have the money, and there seems little likelihood that the Treasury Dept. will clamp down on reasonable advertising expenditures.

What more reasonable and adaptable medium could they find than radio?

Words by Petrillo

IT DIDN'T TAKE Jimmy Petrillo, Chicago's $46,000-a-year gift to the musical world, very long to key the radio pitch for the annual convention of the American Federation of Musicians in Dallas last week.

All he proposes to do, he told some 700 delegates, is to ban transcriptions for commercial or sustaining use, effective Aug. 1. Musicians won't be permitted to make them for commercial or sustaining programs, he said, except under prescribed conditions, and he restricts that to war use only. Records also will be barred for juke-box performance.

Mr. Petrillo's feats are amazing. The story used to be that "canned music" resulted in deplorable unemployment of musicians. The remedy then became stand-by orchestras, union platter-turners. And all in radio will recall hiring staff orchestras, whether they played music or pinochle.

Why the sudden thrust against transcriptions? Is it because of unemployment? Isn't it "made work" of the most flagrant nature? Or is it something else at which Mr. Petrillo is shooting?

Some time ago it became evident that AFM was looking for more revenue from stations. When WSIX, Nashville, refused to capitulate to the demand that it quadruple its musicians' payroll, Czar Petrillo simply ordered a strike against MBS as the network feeding WSIX. MBS still has musicians, but WSIX gets only talk features from it. The same formula, with variations, we understand has been used on other stations, which have been forced to yield.

Obviously, a ban on transcriptions would cripple radio. It would hit the smaller independent stations hardest, however. The musicians' union gets only a pittance of its total "take" from such stations, though it is important revenue to them. Then why sock these outlets?

It all seems to get back to the bigger money Mr. Petrillo is after. He has told broadcasters they will have to pay for the privilege of being network affiliates. There has been talk of a new "licensing plan", under which stations would pay, percentage-wise, for carrying network programs.

Isn't that what Mr. Petrillo really is after? Isn't the transcription-record ban simply a bargaining base?

As for the unemployment issue, manpower is needed by Uncle Sam in war industries—even in military bands. If a Gallup survey were made of musicians employed in all stations, their total elapsed time before the microphone would be infinitesimal. That's because musicians who perform over the networks or who are recorded satisfy the public. Staff orchestras, by and large, just don't.

Besides, there is a definite lack of competent musicians in most areas, metropolitan as well as small-town. In Washington, for example, musicians have been recruited from house orchestras of theatres, and draw double pay. And in the smaller towns, the musicians available usually are engaged in other pursuits—often they are barbers or merchants who happen to hold a card. The station pay is just so much gravy. The union, of course, gets its dues.

As yet, we haven't mentioned Uncle Sam, who has cracked down on "made work" in other industries. In March, 1941, Assistant Attorney General Thurman Arnold announced he would initiate grand jury proceedings against Czar Petrillo on the "forced work" issue and other ingenious Petrillo inventions. What has happened to this suit?

It's clear now that Mr. Petrillo feels he can get away with almost anything. If his transcription-record ban sticks, it's a good bet that Congress, rather than the anti-trust division, will decide to take a hand in things.

The RADIO BOOK SHELF

SCHOLARLY research has produced three volumes in quick succession, with the recent release of *Broadcasting to the Classrooms by Universities and Colleges, Radio Network Contributions to Education*, and *Public School Broadcasting to the Classroom* [Meador Publishing Co., Boston; $1.50 each]—all by Carroll Atkinson. The last-named details the development of radio as a medium in education establishing the start in New York City at De Witt Clinton high school during 1923. Other cities are also considered from their chronological start in the field and progress is reported down to the present. In the volume on network contributions, the contributions of the systems are briefly discussed and detail is reserved for the various educational types of programs including forum-panel, quizzes, drama, music and pointed children's programs. The contributions of universities include the work of more than 40 institutions.

REPRINTED from *Electrical Communication*, technical organ of the IT&T, "Milestones of Communication Progress", by H. T. Kohlhaas, editor of that magazine, is being made available by IT&T and its subsidiary, Federal Telegraph Co. The 45-page booklet reviews the last 20 years of radio and wire communication, and contains an extensive bibliography.

We Pay Our Respects To —

RAYMOND PRESTON JORDAN

WHEN Raymond Preston Jordan who directs the destinies of WDBJ, Roanoke, Va., became station manager in 1930, his staff consisted of four men, including himself, and the station operated with 20 watts. After 12 years of his leadership, the staff numbers 36 regular employes, and a talent roster of more than 45 and the station operates with 5,000 watts, day and night.

Keen and always busy, Ray Jordan still keeps the same firm hand on every phase of station activity that guided the policies of the embryo enterprise when he shared with his three staff members the duties of bookkeeper, salesman, continuity writer and program director.

Stories of small stations, starting on a shoestring, and growing up with their communities is the story of radio itself. The story of men attracted to radio in its infancy, who have grown along with their stations, is the story of hard-working, intelligent men who transformed radio from an experiment in entertainment into the powerful cultural, commercial, and educational medium it is today.

Such a station is WDBJ; such a man is Ray Jordan.

His part in WDBJ's history began in June, 1924 when his fiddle was one of the two musical instruments pressed into service on the first test broadcast. This was his introduction to radio. Significantly, it was also Southwest Virginia's introduction to radio—at that time there was only one other station in Virginia — WTAR, Norfolk. Today WDBJ is the only regional station in the Southwest Virginia area, and as its manager and director of its policies, Ray Jordan exercises a respected voice in civic and regional projects.

He is vice-president of the Virginia Assn. of Broadcasters, member of the accounting committee of NAB, member of the board of directors of the Roanoke Kiwanis Club and member of the YMCA board, besides being an active member of the First Church of the Brethren, which he served as choir director for more than 12 years.

Born in Blountville, Tenn., July 10, 1900, Ray Jordan moved with his family to California ten years later, then returned to his native town in 1915. During the five years in California, he attended the public schools and the Santa Ana Polytechnic High School. Back in Tennessee, he finished high school and entered Daleville College near Roanoke, now combined with Bridgewater College. Besides playing on the baseball, tennis and basketball teams, he was a member of the glee club, treasurer of the athletic association, editor of the yearbook in his senior year, and prominent in dramatics. When he was graduated in 1918, at the age of 18, he was youngest in his class, and ranked second from top in scholastic honors.

The day after he received his diploma from Daleville, he secured a job with a Roanoke stationery store. His next position was in the general storekeeper's office of the Norfolk & Western Railway, which he left in the fall of 1918 to accept a teaching appointment in the Lee Junior High School of Roanoke. When the Roanoke schools were forced to close for several weeks, because of the great influenza epidemic, he began work in the office of Richardson-Wayland Electric Corp. as bookkeeper. Through the rest of that winter, he continued to hold the job at the electric company after school hours and on Saturdays, and at the close of the school term in 1919 took up full-time work with the electrical company. It was this company which established WDBJ, in 1924, and maintained it until 1931, when it was purchased by the Times-World Corp.

While at Richardson-Wayland, Mr. Jordan took an advertising correspondence course and subsequently handled all the advertising for the firm; later he became store manager, a position which he held until his decision to give all his time to radio. Interested in the progress of the station from its beginning, Ray took some part in the work from the time it was established, and in the spring of 1929 gave up his other interests to devote all his time to the job of program director. In 1930, he took over management.

On Jan. 15, 1920, Ray Jordan was married to Miss Machel Evelyn Dulaney, of Roanoke. They have three children, Doris, Betty Jane, and Donny Ray. Hobbies? He's an enthusiastic football, baseball, basketball and tennis fan; a good-natured, not too serious golfer; and he collects elephants—yes, elephants of wood, jade, stone and even of sea-shells — decorate his private office in profusion. In addition, he will tell you, he loves to fish—when he gets time.

Personal NOTES

LEONARD W. BROCKINGTON, former chairman of the Board of Governors of the Canadian Broadcasting Corp., has accepted a request to go to England as adviser on empire affairs to Brendan Bracken, British Minister of Information. He will do considerable writing, speechmaking and broadcasting in Britain. Mr. Brockington immediately after resigning from the CBC chairmanship was special wartime assistant to Prime Minister Mackenzie King and government historian, resigning about a year ago.

WILLIAM VON ZEHLE, former salesman of WINS, New York, has rejoined the sales staff after a six-months absence on the West Coast.

EDITH DICK, assistant general manager of WWRL, New York, has begun a course in radio engineering at the RCA Institute, New York.

ROBERT FLANIGAN, formerly of World Broadcasting System and International Radio Sales, has joined the Spot Sales department of NBC-Chicago.

HAROLD E. FELLOWS, general manager of WEEI, Boston, has been elected first vice-president of the Boston Ad Club.

HENRY SLAVICK, manager of WMC, Memphis, has been elected a director of the Memphis chapter of the Red Cross.

JOHN H. McNEIL, manager of WJZ, New York, heads the drive for contributions from New York stations for the United China Relief campaign.

ELIZABETH ROSENTHAL, news analyst on WGBR, Goldsboro, N. C., has been elected vice-president of the Eastern Carolina Broadcasting Co., Goldsboro, station licensee.

EARL J. GLADE, vice-president of KSL, Salt Lake City, has been appointed State chairman of the Utah USO fund campaign.

EDWARD PRICE EHRICH, formerly in charge of syndicated program sales for NBC Radio-Recording, and previously of the *New York Times*, last week joined the Navy as a lieutenant, senior grade, and is stationed in Washington with the Bureau of Aviation Training. Succeeding Mr. Ehrich is Claude Barrere, former salesman in Radio-Recording and in NBC's international division.

GORDON GRAY, president of Piedmont Publishing Co., owner and operator of WSJS, and W41MM, FM station, both in Winston-Salem, N. C., is completing his basic infantry training at Camp Wheeler Ga., and expects to apply for admission to the Infantry Officers Candidate School at Fort Benning.

CHAUNCEY BROOKS Jr., former member of the sales staff of WBAL, Baltimore, has been placed in charge of the public relations office at Camp Wheeler, Ga. Lieut. Brooks is supervising the production of shows for local stations, and transcribed programs for other stations.

EARL MITCHELL, formerly of Crowell-Collier Pub. Co., San Francisco, has been named a sales representative in the San Francisco offices of NBC.

ALFRED J. HARDING, special announcer and member of the sales staff of WCCO, Minneapolis, has joined the Navy as an ensign.

HERBERT L. KRUEGER, newly-appointed commercial manager of WTAG, Worcester, is the father of an 8-pound son, Richard, born May 23.

RALPH I. DICKINSON, former sales supervisor of the Minneapolis Gas Light Co., has joined the WCCO, Minneapolis, sales department.

MRS. JAMES R. CURTIS, wife of the KFRO, Longview, Tex., president, holder of a third class ticket for the past two years, has assumed broadcast operations.

MORT SILVERMAN has joined the sales staff of WEIM, Fitchburg, Mass.

HARVEY J. STRUTHERS, WCCO, Minneapolis, salesman, is the father of a 7½-pound boy, Harvey Jr., born June 8 in Minneapolis.

Brian Bell

BRIAN BELL, 52, chief of the Washington bureau of the Associated Press and a beloved figure in American journalism, died suddenly June 8 at his home in Arlington, Va. He was stricken with acute coronary thrombosis the day before while attending a baseball game. A native of South Carolina, Mr. Bell started in journalism on the *Columbia* (S. C.) *State*, and in 1924 joined the AP in Atlanta. The following year he became chief of the New Orleans bureau serving successively in New York, Los Angeles and San Francisco before becoming chief of the Washington bureau in January, 1939, as successor to Byron Price, now Director of Censorship. While with the AP he had constant contacts with radio managers. He is survived by his widow, a son, Brian Jr., 14, and a daughter, Mrs. J. William Magee, of Arlington.

Sgt. Obs. James Godbehere

SGT. OBSERVER JAMES GODBEHERE, RCAF, former member of the commercial staff of CFCF, Montreal, has been reported missing following air operations overseas. Sgt. Godbehere joined the RCA Reserve Unit shortly after the outbreak of war and later transferred to the RCAF, taking his flying training at Brandon, Regina, DeFoe and Rivers, Manitoba.

BEHIND the MIKE

IRA AVERY, assistant program director of WOR, New York, on June 5 married Jane Mancill at the Little Church Around The Corner.

BOB NELSON, formerly of WNYC and other New York stations, has joined the announcing staff of WEIM, Fitchburg, Mass., replacing Dan Hyland, resigned.

ALLYN EDWARDS, one time pianist in a leading swing band, has joined the announcing staff of WOR, New York.

BETTY FREAR, formerly assistant publicity director of N. W. Ayer & Son, New York, has replaced Rhea Diamond as assistant publicity director of WNEW, New York.

BILL CRAGO, former NBC Washington announcer, is now in Hollywood for screen tests.

JOHN B. HUGHES, Hollywood news analyst of Mutual-Don Lee Broadcasting System, is author of a special feature on the Far East slated for the July 4 issue of *Liberty* magazine.

BILL GOODWIN, Hollywood announcer, portrays a magazine editor in the Paramount picture, "No Time for Love", now in production. Ilka Chase, New York radio commentator, featured on the NBC *Luncheon Date* program, also has a major role in the film.

RUTH DELAINE and Marjorie Cunningham, formerly with the Manitoba Telephone System, have joined the staff of CFAR, Flin Flon, Man.

UP A TREE IN STUMP (Ky.)?

Woodman, if you're looking for business in Stump Ky., you can spare that ax! As a buying center, Stump doesn't cut much sawdust. Truth to tell, the only *big* market in Kentucky is the Louisville Trading Area, which alone has 33% *more* effective buying income than the rest of the State *combined!* . . . So forget Stump — get Louisville with WAVE, the station that gives you complete coverage at lowest cost! Any questions?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC.
National Representatives

Guild Elects MacDonnell

JOHN MacDONNELL, director, and co-author of scripts for *Frank Parker*, CBS show sponsored by E. R. Squibb & Sons, New York, has been elected secretary of the Radio Directors Guild. He succeeds Ted Corday, former NBC staff director, who is in the Army. The Guild has established permanent headquarters at The Berkshire, 21 S. 52d St., New York.

JOHN EDMUNDS formerly with KTUL Tulsa, and Hollis Wright, formerly with WTAG, Worcester, have joined the announcing staff of WRC-WMAL, Washington.

ALEX BUCHAN, former sports announcer of KXOK, St. Louis, who for the last two years has been in the RAF, has returned to St. Louis prior to going to Corpus Christi as a flyer in American service.

AL BRANDT, newsman of KXOK, St. Louis, has been ordered to report for Army induction at Scott Field.

JACK HAGOPIAN, winner of an award as the best actor of the WIBX Youth Drama group, has been named an announcer of WIBX, Utica, N. Y.

BERT GRAULICH, announcer of WQAM, Miami, on May 27 married Edith Keeler in Chicago. Mrs. Keeler formerly conducted a sacred songs program on the station.

MARY MORGAN, CKLW, Windsor-Detroit, fashion commentator, made her debut as an actress when she appeared June 9 at the Colony Club in a skit with Edward Everett Horton.

KERRE WILSON, of the Winnipeg office of H. N. Stovin, station representative, has joined CKY, Winnipeg, as an announcer. He is replaced by Eileen MacMillan, who will be in charge of commercial traffic at the Stovin office in Winnipeg.

PAUL MOONEY, formerly of WSUI, Sioux City, Ia., has joined the announcing staff of KDTH, Dubuque, Ia.

JOHNNY BRADSHAW, announcer of WQAM, Miami, was tendered a farewell party by members of the staff before joining the Army.

LEO MANN, announcer of WELI, New Haven, has joined the Army, being replaced by Don Rustici, formerly of WSRR, Stamford, Conn.

TOM CARNEGIE, from KITE, Kansas City, has been added to the announcing staff of WOWO-WGL, Fort Wayne, as summer relief man.

ENSIGN HOWARD M. PAUL, former continuity writer for WTMJ, Milwaukee, now public relations officer at Chicago's Navy Pier, was recently featured in an interview on the station's *On Parade* broadcast.

JOE LEIGHTON, of CBS, Hollywood, publicity staff has joined the Coast Guard public relations department with rating of chief petty officer.

JOHN HICKS, Hollywood music librarian on the NBC *Post Toasties Time*, sponsored by General Foods Corp., has been inducted into the Army.

FRANCES SCULLY, Hollywood BLUE commentator, has been appointed publicity director of the American Women's Volunteer Services in that city.

DON DUNPHY, MBS sports announcer for the Gillette Safety Razor Co. boxing bouts, on June 29 is to marry Muriel Keating of New York at St. Malachy's Church, that city.

CARL POST, formerly publicity director of the British War Relief Society, has joined Davis-Lieber, New York, publicity firm.

TOM ARGUE, program director of CFAR, Flin Flon, Man., has joined the Canadian Army.

NANCY PEARSON TIMMERMAN, of the program department of KSD, St. Louis, on June 13 was married to James Brackett Gilbert, St. Louis.

CHARLES IRVING, former freelance actor and prior to that announcer of WTCN, Minneapolis, has joined the announcing staff of WGN, Chicago.

JOE ANTHONY, announcer of WAIT, Chicago, has entered the Coast Artillery at Ft. Eustis, Va., as a second lieutenant.

ALAN RINEHART, Clarence Dooley, and Harold Maus, male members of "The Novelty Aces" hillbilly quintet of WBBM, Chicago, have joined the Navy at Great Lakes, Ill., and will be attached to the morale and entertainment division.

NOYES McKAY, radio critic, recently started a series of news commentaries on KQW, San Francisco.

HARVEY PETERSON, orchestra leader of KPO, San Francisco, known as Ricardo, is in a Marin county hospital.

PAT O'BRIEN recently joined the announcing staff of KLS, Oakland, Cal.

WILLIAM SHERMAN NEWKIRK, formerly program director of KPAC, Port Arthur, Tex., has joined the announcing staff of KTRH, Houston.

JACK SHERLOCK has joined the announcing staff of KLZ, Denver.

FRANK SILVA, from WESX, Salem, Mass., has joined the announcing staff of WSAY, Rochester, N. Y.

LESLIE J. EDGLEY, continuity director of the BLUE Chicago, is the father of a baby girl, Gillian, born June 1.

NORM MARSHALL, program director and sports announcer of CHML, Hamilton, Ont., is the father of a boy born June 3, his second son.

LOU SPECTOR, news editor of CHML, Hamilton, Ont., was recently appointed publicity director. Ruth Stubbs has joined the staff as stenographer-receptionist.

FLORENCE BALLOU, program and publicity director of WICC, Bridgeport, Conn., recently announced her engagement to Leslie Robinson, of Bridgeport.

LES STURMER, formerly an announcer of WMAM, Marinette, and WFHR, Wisconsin Rapids Wis., is now training at the San Diego Marine Corps School.

JIM McCANN, announcer of WIBG, Glenside, Pa., and Marjorie Julia Cake, studio receptionist announced their engagement on June 6.

JOHNNY CLARKE has joined the production staff of WRBL, Columbus, Ga. Bob Turner, formerly with WGAU, Athens, Ga. has joined the announcing staff of WRBL for the summer months.

MITCHELL GRAYSON, dramatics director, and Jack Goldstein, of the publicity and continuity staff, both of WNYC, New York, are now serving in a production capacity in the radio division of the Office of the Coordinator of Information.

JAY CALDWELL, announcer at WOL, Washington, has been named night supervisor replacing Robert Diehl, now in the Army.

PAUL J. HUGHES, formerly of KTOC, Oklahoma City, and KADA, Ada, Okla., has joined KTAR, Phoenix, as night editor. J. A. Grasham, graduate of Arizona State College, has joined KTAR's program staff on a fulltime basis.

DeWITT JONES, a graduate of Drake College, Des Moines, has joined the announcing staff of KFRO, Longview, Tex.

BYRON TAGGART, formerly with WINN, Louisville, has joined the announcing staff of WIBC, Indianapolis.

YASHA FRANK, formerly of the CBS program service department, is now writer in the presentation division of the CBS sales promotion department.

MAURICE HART, program m.c. at WNEW, New York, has completed the editing, writing and narrating of a script for a 10-reel newsreel history of the war, to be released this week by S.M.A. Film Productions, New York, under the title, "The Allies Fight for Freedom".

BERT JULIAN, formerly of WIOL, Tuscola, and WIBC, Indianapolis, has joined the program department of WHIP Chicago.

CHARLES HARRISON, announcer of WHBF, Rock Island, Ill., is on leave for training as a Flying Cadet. Ruth Allison, new to radio has joined WHBF as continuity writer, replacing Vivian Floyd who was married to William Lucey on May 30. James Meuller has joined the control room staff for part time duty during vacation period.

AL STEVENS, chief announcer of WFIL, Philadelphia, became the father of a daughter, Bette Jo, born May 28.

WILLIAM CAMPBELL, formerly of WCAU, Philadelphia, has joined the staff of WIP, Philadelphia, as summer relief announcer.

JERRY LAWSON, graduate of the U of Pennsylvania, is the new newscaster of WIP, Philadelphia, replacing Stanford Lewis, who left for New York.

FAIR TAYLOR, continuity and publicity director of KOL, Seattle, for three years, has joined Don Lee Broadcasting System, Hollywood, in the latter capacity. She succeeds Shirley Horton, resigned.

"CHEERS FROM THE CAMPS"

An all-soldier, full-hour variety program over 114 Columbia Stations in the United States, and in Canada over stations of the Canadian Broadcasting Corporation. Also by short wave to United Nations forces on all fronts.

Second Broadcast *At Fort Jackson, S. C., on Tuesday Night, June 16, at 9:30 to 10:30 EWT and at a Different Camp Every Tuesday Night Thereafter*

Presented by the boys in the Camps to the folks back home through the aid of General Motors in cooperation with the Radio Branch of the War Department and the USO. Handled through Campbell-Ewald Company with Henry Souvaine, Inc., producing.

ARCH OBLER, Hollywood writer-producer, is the father of a boy born June 7.

WILFRED S. ROBERTS, formerly manager of the production division of NBC, has joined the radio staff of the Coordinator of Interamerican Affairs.

HARMON NELSON, assistant director on the Kate Smith CBS program, on June 15 will leave Young & Rubicam, New York, General Foods agency, to enter the Army.

FREDERICK BETHEL, formerly a program director and writer of CBS and MBS, has been appointed to the script writers staff of BLUE.

DICK RIDDER, in charge of dramatic auditions on the BLUE production staff, will serve abroad as volunteer ambulance driver with the American Field Service somewhere in the Middle East.

JOHN MERRIMEN, former CBS page, and at one time sports reporter of the *Nyack Journal-News*, Nyack, N. J., has been appointed news desk assistant in the CBS news room. Merriman was born in Manila, P. I., where his father, Hiram Merriman, was INS Philippine cable editor.

BOB GENTRY has been appointed program director of KOMO-KJR, Seattle. He succeeds W. W. Warren who joined the Naval Reserve as a lieutenant.

CHARLES VANDA, CBS executive producer, after several weeks in Hollywood during which he produced a series of Government war programs, his returned to his New York headquarters.

WENDELL NILES, Hollywood announcer, has been given that assignment on the CBS *Lady Esther Serenade*, sponsored by Lady Esther Co. (cosmetics), during its origination from the West Coast.

NATIONAL ADVERTISERS and New York's in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

**Over 70% of metropolitan New York's population is foreign born or of foreign parentage.*

Your Best National Spot Buy . . .

WBNX
New York
5000 Watts

FOR OFFENSE
FOR DEFENSE
Buy U.S. Bonds Today!

Meet the LADIES

GRACE COOPER

ONE OF THE MOST charming girls in West Coast radio, Grace Cooper has been drafted from the dramatic staff to assume regular duties as receptionist for KPO in the new NBC Bldg. in San Francisco. Miss Cooper received a chocolate ice cream soda for her first stage appearance, playing Cupid at the age of four. She has been identified with the theater and radio ever since. Her engagements have included the Fulton Theater Stock Co., Oakland, Cal., where she played support for Marjorie Rambeau. Henry Duffy, West Coast producer, then cast her in leads and she played with Taylor Holmes, William Courtenay, May Robson, Leo Carrillo and other stars.

She has been a regular in KPO dramatic broadcasts for several years and will continue dramatic appearances in addition to her duties in the fourth floor foyer of the new headquarters of NBC. A native of Oakland, Miss Cooper was educated at Merriman's School and the U of California. She has written a number of successful radio dramatizations and makes verse and short stories her hobbies.

Four From Five

PROUD of its record for a small station, Charles Barham Jr., general manager of WCHV, Charlottesville, Va., reports that from a usual staff of five announcers, since July, 1941, four have joined the service and all will be commissioned.

Signed for Films

JERRY COLONNA, Hollywood comedian featured on the weekly NBC *Bob Hope Show* sponsored by Pepsodent Co. (Pepsodent products) and Barbara Allen, known in radio as Vera Vague, comedienne, have been signed for comedy leads in the Republic film, "Ice Capades Revue". Cliff Nazarro, NBC comedian, has been cast in the Republic film, "Call of the Canyon". Freddie Rich, formerly CBS musical director, has completed scoring the film, "Wrecking Crew", and has a similar assignment with Pine-Thomas Productions for the firm's musical, "Submarine Alert", now in production.

Radio Executives to Aid Chicago School Training

RADIO EXECUTIVES of Chicago will cooperate with program planning, script and production staffs of the Chicago Public School Radio Council in instructing teachers from all over the country in the fifth annual Comprehensive Radio Workshop, June 29 to Aug. 7 in Chicago.

Lecturers will be Phil Bowman, Blackett - Sample - Hummert; Arthur E. Meyerhoff, Arthur Meyerhoff & Co.; Virginia Payne, AFRA; Lavinia Schwartz and O. J. Neuwerth, CBS; Ken Fry, Wynn Wright, Max Jordan, Martin Magner, Judith Waller, and Nelson Olmstead, NBC; Lieut. W. C. Eddy, W9XBK, Chicago; Maj. Harold W. Kent, War Dept.; Joseph Spear, the Pan-American Council; Harriet Hester, WLS; Al Hollender, WIND-WJJD; Arnold Hartley, WGES, Myrtle Stahl, MBS; Julian Bentley, news commentator, WLS; James Hanlon, *Movie-Radio Guide;* and the staff of the Radio Council directed by George Jennings.

Army Week in Canada

CANADIAN stations will participate actively during the celebrations of Army Week, to be held throughout Canada June 29 to July 5. The 61 member stations of the Canadian Assn. of Broadcasters will focus attention of their communities through local and network programs on the men in the Canadian army. All the stations, says Glen Bannerman, CAB president, will be telling listeners of the many ways in which tribute may be paid Canada's citizen soldiers—by flying flags, taking part in rallies, entertaining soldiers in their homes, visiting camps, sending gifts to Canadian soldiers away from home. The CBC, according to E. A. Weir, commercial manager, will provide network broadcasts over approximately 50 stations on June 28 to usher in the Army Week, and Dominion Day on July 1. Remote control units will visit Army camps and many local Army events will be aired.

JOHANNES STEEL, commentator of WMCA, New York, has been appointed American correspondent of the Free French newspaper *La Marseillaise*, published in London.

BLUE
IS YOUR BEST BUY
IN KANSAS CITY
John Pearson, Representative
Basic Blue Network
5000 WATTS
KCMO

WAIT Musicians Move Turntables Into Studio

SECOND ROUND in the jurisdictional battle between union technicians and musicians of WAIT, Chicago, over operation of record turntables [BROADCASTING, May 18] took place last week when staff musicians removed turntables from the control room to studios of the station.

The action followed the move on May 9 of five control operators, members of local 1220 of the Associated Broadcast Technicians Unit, to supplant union musicians playing records.

Settlement of the dispute, according to Arthur J. Maus, president of the technician union, will be made by the executive board of the American Federation of Labor in Washington. The musicians union, headed nationally and in Chicago by James C. Petrillo, has control of record playing on Chicago stations.

WIP-ACA Dispute

DISPUTE between WIP, Philadelphia, and the local union of the American Communications Assn. resulting from the dismissal of Leonard Bunkin, of the sales staff, is said to threaten serious labor strife at the station. The local union has agreed to heed the warning of the ACA international headquarters not to call a strike but to try to arbitrate through the National Labor Relations Board. However, the local union has asserted that if WIP fails to agree to arbitration, its only recourse will be to call a strike. The local union has unionized all station employes except office workers.

Philco Elects

DAVID GRIMES, one of the pioneers in the radio industry and chief engineer of the Philco Corp., Philadelphia, since 1939, has been elected vice-president in charge of engineering of the radio and television company on June 10, it was announced by James T. Buckley, president. Also elected as vice-presidents were Joseph H. Gillies, works manager of the company since 1939, named vice-president in charge of radio production, and Robert F. Herr, manager of the parts and service division, made vice-president in charge of service.

Martin Block Honored

MARTIN BLOCK, m.c. of *Make Believe Ballroom* on WNEW, New York, has received an award as conductor of the most popular record program in greater New York, in a poll of local radio and music editors conducted by Benny Goodman, orchestra leader. Program centers around imaginary broadcasts with noted bandleaders, a technique used in New York by Block. Aired twice daily, the show averages 12,000 letters a month from listeners. It is sponsored on a participating basis.

Air Force Honored

WITH broadcast of June 7, heroes of the Army Air Force are being featured in a new series of weekly dramatizations presented by Gene Autry on the CBS *Melody Ranch*, sponsored by Wm. Wrigley Jr. Co. (Doublemint gum), Sunday, 6:30-7:15 p.m. (EWT). First in the series was devoted to career of Brig. Gen. James H. Doolittle.

SOLDIER RECORDINGS are now being made in the lobby of Loew's State Theatre, Times Square, New York, sponsored by Gem Safety Razor Corp. Starting off the project which will allow soldiers' wives, mothers and sweethearts to make records to be sent to their boys overseas are (l to r): Dick Gilbert, turntable man of WHN, New York; Mitzi Green, radio, stage and screen star; Lou Straus, Gem Blade reporter; Benny Fields, minstrel man. Soldiers make free recordings to be sent home.

Net Program Schedule Revised by Miles Labs.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), is revising its schedule of network programs. *The National Barn Dance*, on 65 NBC stations 9-10 p.m. Saturdays will be cut on July 4 to a half-hour and heard at 9-9:30 p.m. *The Quiz Kids*, on 68 BLUE stations, 8-8:30 p.m. and 11-11:30 p.m. Wednesdays will shift on July 12 to 7:30-8:00 p.m. Sundays with repeat via transcription to the Pacific Coast 11:30 p.m. *Lum & Abner* on 65 BLUE stations Tuesday through Friday 6:30-6:45 p.m., 8:30-8:45 p.m., and 10:30-10:45 p.m. on June 29 will shift to Monday through Thursday, 10-10:15 p.m. with repeat at 11:15-11:30 p.m. The latter program will continue to be broadcast on 123 stations of Keystone Broadcasting System via transcription. Agency is Wade Adv. Agency, Chicago.

PEPSI-COLA Co., New York, in cooperation with the New York Defense Recreation Committee, is establishing a N. Y. center for service men.

KSD

EXCLUSIVE ST. LOUIS OUTLET FOR NBC

NBC Programs On KSD Have Been

Leading in "Firsts" Since 1935

in Nation-Wide Star - Program Popularity Polls

It is 225 Miles to the Nearest NBC Station

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

Agencies

RAYMOND RUBICAM chairman of the executive committee of Young & Rubicam, New York, assumed his duties as director of information of the War Manpower Commission in Washington last week.

RANDOLPH PETERS, for many years with N. W. Ayer in Philadelphia, has been appointed assistant media director of Richard A. Foley Agency, Philadelphia. J. B. Taft, formerly with New York agencies, has rejoined the firm in charge of merchandising.

WILLIAM SPITZ, partner in the Spitz & Webb, Syracuse agency, has enlisted in the Army Air Forces.

HELEN ROBERTS, formerly with the copy department of Benton & Bowles, New York, has joined the copy department of Compton Adv., New York.

JACK SAYERS, Hollywood publicity director of Young & Rubicam, is in New York on a promotion assignment.

WALTER K. NEILL, who formerly headed his own Los Angeles agency, has been appointed administrative officer of the Recruiting & Manning Organization of the War Shipping Administration and is headquartered in Washington.

ADRIAN SAMISCH, a director in the radio department of Young & Rubicam, New York, on June 8 married Peggy Knudsen of Philadelphia. Miss Knudsen is star of the Broadwayway play "My Sister Eileen".

HASSEL W. SMITH, San Francisco radio director of Botsford, Constantine & Gardner, in addition to those duties has assumed management of the agency's Los Angeles office. He succeeds Wesley Farmer who resigned to join the Army as lieutenant.

HELEN WOODMAN, Hollywood manager of Russel M. Seeds Co., has been transferred to the agency's Chicago headquarters to handle talent contracts and also represent the firm on the NBC Tommy Dorsey show replacing on June 16 for 13 weeks *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (Raleigh cigarettes). Miss Woodman is to be married to George Bayard, agency vice-president.

FRANK R. KENT, president of Tracy, Kent & Co., New York agency, has been granted a leave of absence to serve as a captain in the Army Air Force.

FREDERICK WILE Jr., business manager of the radio department of Young & Rubicam, New York, has left the agency to join the War Manpower Commission in Washington, Raymond Rubicam, president of Y&R, is chairman of the Commission's executive committee.

ROBERT WAMBOLDT, now in Hollywood supervising the *Ransom Sherman* show on CBS for Compton Adv., New York, will return to the agency's New York office for assignments in the East, when Procter & Gamble discontinues its sponsorship of the program June 24.

JOHN U. REBER, New York vice-president in charge of radio for J. Walter Thompson Co., is currently in Hollywood for conferences with Daniel Danker Jr., Southern California agency vice-president.

MARVIN S. COHN, copy chief of Grey Adv. Agency, New York, has also been serving as radio director, the two positions having been merged. James H. Lang Jr., vice-president, who formerly handled radio and copy, is now account executive.

ROBERT MORRISON, who handles motion pictures for J. M. Mathes, New York, as assistant to Wilfred King, radio director, is the father of a baby boy, Robert E. Jr.

NIAA Advances Convention

ADVANCING the 20th annual conference and exposition of the National Industrial Advertisers Assn. ahead three months, the NIAA will hold its special war meeting at the Traymore Hotel, Atlantic City, June 29-30, July 1. The association, numbering over 1,800 members, will cover subjects of wartime advertising, production drives, employe morale, bond campaigns and job training in industry through advertising at the meeting. A special session will be devoted to postwar planning. According to K. W. Bailey, conference chairman, the meeting will be devoid of all frills and dedicated to war problems.

Agencies Merge

MERGER of the two Newark agencies, United Service Adv. and United Adv. Agency, both of which handle radio accounts, has been announced by Leonard Dryfus, president of the latter agency. Emanuel London, president of United Service, will become vice-president of the combined company and will handle the accounts he placed at United Service. Offices will continue at 744 Broad St.

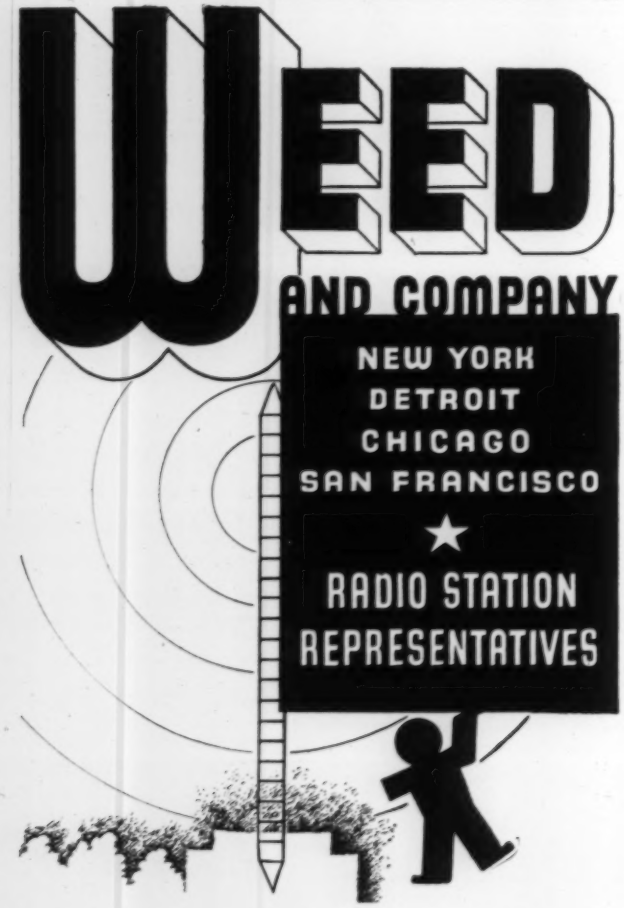
Hertz Weds Myrna Loy

JOHN D. HERTZ Jr., executive vice-president of Buchanan & Co., New York agency, and member of Chicago's famous banking and transportation family, on June 6 married Myrna Loy, screen actress. The wedding took place in New York at the home of the bridegroom's sister. Miss Loy's marriage to Arthur Hornblow, the film produmer, ended in divorce recently.

WPB Cosmetics Chief

C. A. WILLARD, acting chief of the Toiletries & Cosmetics Branch of the War Production Board for the last several weeks, has been named chief of the branch by Philip D. Reed, chief of the Bureau of Industry Branches. He formerly was president and general manager of the Fruit Treating Corp., Orlando, Fla., and before that was treasurer of the Bay Co., Bridgeport, Conn.

WELLS W. SPENCE, for seven years a member of the merchandising department of Young & Rubicam, New York, will resign July 1 to join the agency's client, The Centaur Co., Rahway, N. J. (drugs), as assistant to J. D. Bohan, vice-president and general manager.

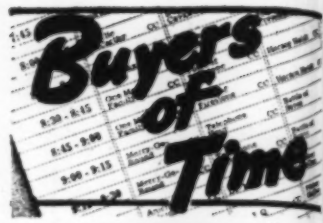


365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives



RALPH A. HART

IT IS A far cry from the medical field—his boyhood ambition—that finds Ralph A. Hart in the advertising agency field. In April, 1933, after being reconciled to the fact that it would not be Dr. Hart, he sold himself to the Harry Feigenbaum Agency, Philadelphia. At first he served as a combination errand boy, copy writer, file clerk and checking copy clerk.

Today at 31 he is radio director of the agency and also functions as one of the agency's timebuyers. While he does not necessarily confine his activities to radio, that medium is admittedly his first love. At the time he joined the agency, radio was only a small part of the business. But as one of the first agencies in Philadelphia to hop on the radio bandwagon, it has developed radio to an important factor with a large number of active accounts using stations up and down the Atlantic Coast and as far west as the Pacific.

Born in Philadelphia Oct. 31, 1910, he married two years ago. His wife is the former Sylvia Perisie, daughter of the late nationally-known photographer, J. H. Perksie, who made the election campaign photographs for President Roosevelt.

Present prime interest is his *Money in the News* show, nightly on WIP, Philadelphia, which he produced for the Sun Ray Drug account, which combines the features of a "good news" show and money giveaway by use of telephone calls. The number of local programs he has prepared and directed for the agency's many accounts are countless, and he points pridefully to the many radio performers who got their first start on his programs. His latest "protege" is Jimmy Saunders, now featured vocalist with Harry James' orchestra.

Deines Elected by GE To Advertising Position

HARRY J. DEINES, manager of advertising and sales promotion for the receiver division of the radio and television department of General Electric Co., Bridgeport, Conn., has been appointed advertising manager of G-E's radio, television and electronics department, according to an announcement by the company.

Mr. Deines

Associated with G-E since his graduation from the U of Colorado in 1930, Mr. Deines took the company's student engineering course at Schenectady, worked in the publicity department preparing copy and promotion for G-E heavy apparatus campaigns. In 1939 he was transferred to New York as head of sales promotion for the New York apparatus sales district and later returned to Bridgeport in the appliance advertising division. In his former position as advertising and sales promotion manager for radio and television, Mr. Deines was responsible for promotion and advertising of radio and television receivers and radio tubes as well as advertising for the G-E transmitters.

NBC House Organ

THE NBC house organ, *NBC Transmitter*, has reappeared in a new format, to go hereafter to personnel of all 134 NBC affiliates, unlike its predecessor, which suspended publication several months ago. Color and illustrations are plentiful in the new publication, first copy of which displays a cover photo of Niles Trammell, president of NBC, and Frank E. Mullen, vice-president and general manager, and includes a double-truck of the latest NBC news pictures in the center of the book. Personalities and departments of the network, and of its affiliated stations, are covered in the issue. John McKay, manager of the press department, is supervising the new publication.

HOMER OWEN GRIFFITH, station representative, with offices in San Francisco and Hollywood, has changed the firm name to Homer Griffith Co. Besides independently representing stations the firm will continue to function as West Coast division of Howard H. Wilson Co., national representatives.

AGENCY Appointments

CHEMICAL TREATING & Equipment Co., New York (Press On Mending Tape), to Reiss Adv., N. Y. Bulk of the appropriation will be used for radio.

BEN HUR PRODUCTS Inc., Los Angeles (coffee, tea, spices), to Barton A. Stebbins Adv., that city. Continuing current spot announcement campaign on Southern California stations, with future plans undecided.

GARRETT CORP., Inglewood, Cal. (aircraft equipment), to J. Walter Thompson Co., Los Angeles, to handle the campaigns of its divisions, AiResearch Mfg. Co., Garrett Supply Co., and the Northill Co.

OLD SMOKY SALES Co., San Francisco (Old Smoky barbecue seasonings), to the Knollin Adv. Agency, San Francisco.

DIF CORP., Garwood, N. J. (cleansers), to Grey Adv. Agency, New York. Spot radio planned.

HERMAN LEFKOE Co., Philadelphia (optical store), to H. M. Dittman, Philadelphia. Will continue to use radio.

MICHAEL FLYNN MFG. Co., Philadelphia (metal windows), to William Jenkins Agency, Philadelphia.

LANTEEN MEDICAL LABS, Chicago (Vi-Teens vitamin tablets), to Vanden Co., Chicago. Radio and newspapers will be used after July 1.

PHILADELPHIA Textile Finishers Inc., Philadelphia, to Oswald Adv. Agency, Philadelphia. W. D. Linsey is the account executive.

CONSOLIDATED AIRCRAFT Corp., San Diego, Cal., to Young & Rubicam, New York. No radio planned.

Never Lacked Sponsor

TWENTIETH ANNIVERSARY on the air was celebrated recently by Frank Munn, NBC singing star, who has never lacked a sponsor during his radio career. Munn is heard on *American Album of Familiar Music*, Bayer Co. show heard Sunday, 9:30-10 p.m. for Bayer Aspirin, and on *Waltz Time*, sponsored on NBC Friday, 9-9:30 p.m. by Phillips Chemical Co., New York. Agency for both shows is Blackett-Sample-Hummert, New York.

SIREN WASN'T THERE
But Spartanburg Listeners Blacked Out Anyhow

DO THEY LISTEN? But definitely —J. Allen Lambright, coordinator of civilian defense in Spartanburg, S. C., will tell you. On a recent blackout test he instructed the local stations, WSPA and WORD, to interrupt their programs at 9:20 p.m. to broadcast the siren sound effect on the air.

Precisely, the stations followed orders but confusion resulted when the big siren downtown failed to blow and the mill whistles remained silent. In spite of this, most of the city complied with the warnings.

Explanations were necessary and Mr. Lambright shamefacedly admitted he had originally set the air raid test at a time when the churches were having their prayer meetings. To accommodate the ministers, he had postponed the blackout time without informing the stations.

ANOTHER WMMN RECORD

WMMN (MM-More Mail) in Fairmont, W. Va., is still setting sales records, with the able assistance of the postman. In one day, WMMN sold 51,000 razor blades, representing 510 individual orders (cash in the envelope). And this sort of thing has been going on for years. WMMN's listeners are "repeat" customers because they've learned to respect the advertisers on their favorite radio stations, and to have faith in the advertising messages they hear.

WMMN
FAIRMONT W VA
"THE VOICE OF THE MONONGAHELA VALLEY"
Member CBS . . . Blair Represents Us Nationally

XII—CENSUS OF RADIO HOMES IN THE STATE OF NEBRASKA

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adams	6,301	87.8	5,530	4,310	93.8	4,043	555	80.7	448	1,436	72.3	1,039
Antelope	3,569	79.9	2,852	....	....	....	1,539	82.4	1,268	2,030	78.0	1,584
Arthur	269	72.7	196	....	....	....	60	51.7	31	209	78.7	165
Banner	362	84.6	306	....	....	....	28	82.1	23	334	84.8	283
Blaine	395	79.5	314	....	....	....	102	80.8	82	293	79.1	232
Boone	3,117	78.3	2,442	....	....	....	1,405	85.3	1,199	1,712	72.6	1,243
Box Butte	2,915	87.4	2,547	1,739	89.0	1,548	323	85.8	277	853	84.7	722
Boyd	1,566	75.0	1,175	....	....	....	671	77.4	519	895	73.3	656
Brown	1,569	76.5	1,200	....	....	....	806	80.1	646	763	72.6	554
Buffalo	6,646	80.8	5,369	2,762	87.0	2,404	1,602	84.4	1,352	2,282	70.7	1,613
Burt	3,450	87.1	3,004	....	....	....	1,727	85.7	1,481	1,723	88.4	1,523
Butler	3,658	73.5	2,689	....	....	....	1,710	80.0	1,367	1,948	67.9	1,322
Cass	4,964	84.1	4,178	1,195	87.4	1,045	1,697	85.2	1,446	2,072	81.4	1,687
Cedar	3,751	85.1	3,190	....	....	....	1,588	84.7	1,345	2,163	85.3	1,845
Chase	1,413	77.5	1,095	....	....	....	678	77.6	526	735	77.4	569
Cherry	2,443	77.5	1,893	....	....	....	1,092	78.5	858	1,351	76.6	1,035
Cheyenne	2,453	87.4	2,144	921	91.1	839	463	87.6	406	1,069	84.1	899
Clay	3,154	78.2	2,470	....	....	....	1,698	85.0	1,443	1,456	70.5	1,027
Colfax	3,038	80.9	2,456	871	87.8	764	759	80.6	612	1,408	76.7	1,080
Cuming	3,459	85.8	2,966	685	92.3	632	804	80.7	649	1,970	85.5	1,685
Custer	6,132	77.0	4,723	876	86.0	753	1,742	80.8	1,408	3,514	72.9	2,562
Dakota	2,562	84.7	2,168	1,241	88.4	1,097	484	83.5	404	837	79.7	667
Dawes	2,789	86.2	2,404	1,252	91.4	1,145	688	79.6	548	849	83.8	711
Dawson	4,914	81.0	3,982	1,075	93.7	917	1,737	86.0	1,493	2,102	74.8	1,572
Deuel	929	84.9	789	....	....	....	459	88.7	407	470	81.3	382
Dixon	2,759	84.8	2,340	....	....	....	1,230	87.7	1,078	1,529	82.5	1,262
Dodge	6,829	89.4	6,105	3,469	93.4	3,239	1,504	85.6	1,287	1,856	85.1	1,579
Douglas	68,378	93.5	63,967	62,135	94.1	58,464	4,345	88.6	3,852	1,898	87.0	1,651
Dundy	1,358	72.4	982	....	....	....	661	71.3	471	697	73.4	511
Fillmore	3,319	77.7	2,577	....	....	....	1,636	84.7	1,386	1,683	70.8	1,191
Franklin	2,246	71.0	1,594	....	....	....	1,115	79.4	885	1,131	62.7	709
Frontier	1,797	73.3	1,317	....	....	....	682	80.0	546	1,115	69.1	771
Furnas	3,022	76.8	2,322	....	....	....	1,695	82.0	1,390	1,327	70.2	932
Gage	8,023	86.2	6,918	3,219	91.4	2,943	1,927	84.8	1,635	2,877	81.3	2,340
Garden	1,249	79.0	987	....	....	....	495	81.6	404	754	77.3	583
Garfield	895	74.6	667	....	....	....	396	79.1	313	499	71.0	354
Gosper	1,022	68.2	685	....	....	....	269	82.8	223	733	63.0	462
Grant	337	83.5	282	....	....	....	204	80.9	165	133	87.6	117
Greeley	1,655	75.6	1,252	....	....	....	738	79.2	585	917	72.7	667
Hall	7,825	86.7	6,778	5,469	91.9	5,028	601	83.3	500	1,755	71.2	1,250
Hamilton	2,910	77.9	2,267	....	....	....	1,287	84.8	1,092	1,623	72.4	1,175
Harlan	1,999	76.2	1,525	....	....	....	957	84.8	812	1,042	68.4	713
Hayes	748	75.2	563	....	....	....	145	65.5	95	603	77.6	468
Hitchcock	1,721	76.0	1,308	....	....	....	919	79.6	731	802	72.0	577
Holt	4,228	79.7	3,368	644	86.9	560	1,158	79.0	915	2,426	78.0	1,893
Hooker	331	74.4	246	....	....	....	208	77.4	161	123	69.2	85
Howard	2,305	75.8	1,745	....	....	....	925	81.0	749	1,380	72.2	996
Jefferson	4,503	83.7	3,775	1,952	91.6	1,788	816	79.8	651	1,735	77.0	1,336
Johnson	2,468	82.3	2,032	....	....	....	1,167	83.9	979	1,301	80.9	1,053
Kearney	1,954	83.9	1,640	....	....	....	909	88.7	806	1,045	79.8	834
Keith	2,168	81.7	1,772	862	87.2	752	500	81.6	408	806	75.9	612
Keya Paha	791	77.8	615	....	....	....	187	76.6	143	604	78.1	472
Kimball	1,052	84.7	891	....	....	....	588	89.5	526	464	78.6	365
Knox	4,345	76.7	3,291	....	....	....	1,824	78.1	1,425	2,521	74.0	1,866
Lancaster	29,129	92.1	26,842	24,633	94.7	23,327	1,548	83.9	1,299	2,948	75.2	2,216
Lincoln	6,759	84.4	5,703	3,378	91.6	3,094	1,242	79.3	985	2,139	75.9	1,624
Logan	453	71.3	322	....	....	....	157	60.2	108	296	72.3	214
Loup	459	77.4	355	....	....	....	118	76.5	90	341	77.7	265
McPherson	318	65.0	207	....	....	....	61	47.5	29	257	69.3	178
Madison	6,478	87.3	5,653	3,013	92.1	2,774	1,569	86.0	1,349	1,896	80.7	1,530
Merrick	2,628	82.8	2,177	....	....	....	1,351	88.7	1,198	1,277	76.6	979
Morrill	2,313	81.6	1,888	....	....	....	1,159	83.1	963	1,154	80.2	925
Nance	1,950	78.6	1,533	....	....	....	939	83.1	780	1,011	74.4	753
Nemaha	3,712	85.1	3,159	1,124	87.9	988	903	82.8	748	1,685	84.5	1,423
Nuckolls	2,971	75.2	2,233	823	88.2	726	764	80.6	615	1,384	64.5	892
Otoe	5,371	87.0	4,675	2,101	88.0	1,850	1,034	88.2	912	2,236	85.5	1,913
Pawnee	2,350	80.1	1,883	....	....	....	978	84.9	831	1,372	76.7	1,052
Perkins	1,350	80.7	1,089	....	....	....	527	82.4	434	823	79.6	655
Phelps	2,512	86.0	2,160	1,056	93.2	984	366	78.8	288	1,090	81.4	888
Pierce	2,703	82.2	2,222	....	....	....	1,104	85.2	941	1,599	80.1	1,281
Platte	4,964	81.3	4,036	2,043	90.9	1,857	750	77.3	580	2,171	73.7	1,599
Polk	2,466	83.8	2,068	....	....	....	1,033	87.1	900	1,433	81.5	1,168
Red Willow	3,298	82.5	2,717	1,741	91.3	1,589	557	74.5	415	1,000	71.3	713
Richardson	5,297	83.2	4,409	1,735	91.1	1,581	1,395	81.6	1,139	2,167	78.0	1,689
Rock	1,016	78.7	800	....	....	....	400	81.6	326	616	76.9	474
Saline	4,608	77.7	3,581	964	88.0	848	1,614	81.1	1,308	2,030	70.2	1,425
Sarpy	2,638	87.5	2,308	....	....	....	1,502	91.0	1,367	1,136	82.8	941
Saunders	5,152	82.9	4,272	805	93.2	750	1,656	84.8	1,404	2,691	78.7	2,118
Scottsbluff	8,501	82.6	7,021	3,916	86.7	3,396	1,625	77.4	1,258	2,960	80.0	2,367
Seward	4,036	80.4	3,242	875	90.9	795	1,118	79.8	892	2,043	76.1	1,555
Sheridan	2,709	80.2	2,173	....	....	....	1,400	80.3	1,125	1,309	80.0	1,048
Sherman	2,026	68.3	1,385	....	....	....	869	78.3	680	1,157	60.9	705
Sioux	1,036	75.3	780	....	....	....	185	82.1	152	851	73.8	628
Stanton	1,858	79.7	1,480	....	....	....	618	87.3	539	1,240	75.9	941
Thayer	3,436	78.9	2,711	....	....	....	1,808	85.3	1,542	1,628	71.8	1,169
Thomas	434	73.5	319	....	....	....	232	75.0	174	202	71.9	145
Thurston	2,445	73.2	1,789	....	....	....	1,238	71.6	886	1,207	74.8	903
Valley	2,307	76.3	1,758	....	....	....	1,102	84.1	927	1,205	69.0	831
Washington	3,197	87.2	2,788	939	93.4	877	591	86.2	510	1,667	84.0	1,401
Wayne	2,647	88.8	2,350	784	92.9	729	387	82.5	319	1,476	88.2	1,302
Webster	2,367	72.4	1,713	....	....	....	1,120	83.5	936	1,247	62.3	777
Wheeler	528	75.2	397	....	....	....	137	71.1	97	391	76.7	301
York	4,287	83.7	3,590	1,652	90.9	1,502	728	78.4	571	1,907	79.5	1,517
State Total	360,744	84.7	305,681	146,259	92.7	135,628	89,390	82.9	74,068	125,095	76.7	95,985

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Lincoln	24,633	94.7	23,327
Omaha	62,135	94.1	58,464

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 12
Idaho—May 12
Maine—May 25
Arizona—June 2
Delaware—June 2
North Dakota—June 8
Utah—June 8

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Auberjonois in Army

FERNAND AUBERJONOIS, chief of NBC's international French division, who has been with the network since 1937 when he became the first person to shortwave daily programs to Europe from North America, has been granted a leave of absence to join the Bureau of Psychological Warfare of the Army. Acting head of NBC French broadcasts will be Georges Bernier of that division.

CENSUS OF RADIO HOMES IN OKLAHOMA—NEW MEXICO

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

Oklahoma	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
County	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Adair	3,652	40.3	1,474	....	....	....	1,270	53.9	685	2,382	33.1	789
Alfalfa	3,962	80.2	3,180	777	82.0	637	1,083	79.8	864	2,102	79.9	1,679
Atoka	4,417	41.9	1,877	807	70.3	567	879	37.4	329	2,731	35.9	981
Beaver	2,352	68.0	1,597	....	....	....	662	72.9	481	1,690	66.0	1,116
Beckham	6,075	67.3	4,088	2,356	78.6	1,852	1,014	64.5	654	2,705	58.5	1,582
Blaine	4,847	67.4	3,266	872	67.5	588	1,239	76.3	945	2,736	63.3	1,733
Bryan	9,347	63.1	5,924	2,812	80.6	2,267	2,074	54.6	1,132	4,461	56.6	2,525
Caddo	10,483	64.8	6,797	1,604	72.5	1,163	3,086	72.3	2,230	5,793	58.8	3,404
Canadian	7,003	79.9	5,595	2,978	86.4	2,572	1,167	82.0	957	2,858	72.3	2,066
Carter	11,235	66.2	7,412	4,838	76.9	3,720	3,414	66.4	2,268	2,983	47.7	1,424
Cherokee	4,926	38.5	1,925	919	68.7	631	618	36.0	222	3,389	31.6	1,072
Choctaw	6,992	45.4	3,173	1,753	68.4	1,199	1,666	39.5	659	3,573	36.8	1,315
Cimarron	1,019	67.3	686	....	....	....	498	69.1	344	521	65.6	342
Cleveland	6,823	76.1	5,190	3,411	89.8	3,063	1,035	68.8	712	2,377	59.5	1,415
Coal	3,125	46.7	1,463	....	....	....	1,331	52.5	698	1,794	42.6	765
Comanche	9,237	69.6	6,435	5,297	77.5	4,104	1,304	58.9	769	2,636	59.3	1,562
Cotton	3,374	66.3	2,238	....	....	....	1,328	70.4	935	2,046	63.7	1,303
Craig	4,871	62.4	3,043	1,678	75.4	1,265	887	57.7	511	2,306	55.0	1,267
Creek	14,562	66.8	9,724	6,616	76.6	5,068	2,717	67.6	1,836	5,229	53.9	2,820
Custer	6,091	73.9	4,502	2,643	78.1	2,065	925	74.9	693	2,523	69.1	1,744
Delaware	4,509	46.9	2,117	....	....	....	1,184	55.6	657	3,325	43.9	1,460
Dewey	3,185	64.0	2,038	....	....	....	1,086	72.7	789	2,099	59.5	1,249
Ellis	2,382	68.6	1,631	....	....	....	931	75.0	698	1,451	64.3	933
Garfield	12,944	85.0	11,001	8,353	86.6	7,235	1,619	82.6	1,338	2,972	81.7	2,428
Garvin	7,712	55.5	4,288	1,432	75.5	1,082	2,348	61.7	1,449	3,932	44.7	1,757
Grady	10,757	66.1	7,097	4,078	79.3	3,235	1,913	64.2	1,228	4,766	55.3	2,634
Grant	3,815	83.8	3,199	....	....	....	1,479	85.6	1,266	2,336	82.7	1,933
Greer	3,776	67.9	2,569	1,286	71.3	917	556	74.2	413	1,934	64.1	1,239
Harmon	2,572	69.9	1,801	778	78.8	613	204	80.4	164	1,590	64.4	1,024
Harper	1,744	67.2	1,171	....	....	....	789	73.9	583	955	61.6	588
Haskell	3,974	51.4	2,043	....	....	....	1,611	58.5	943	2,363	46.5	1,100
Hughes	7,005	60.6	4,243	1,811	79.4	1,438	1,889	60.8	1,148	3,305	50.1	1,657
Jackson	6,159	70.7	4,355	2,414	77.9	1,880	1,151	71.0	817	2,594	63.9	1,658
Jefferson	3,837	59.9	2,298	....	....	....	1,864	63.6	1,185	1,973	56.4	1,113
Johnston	3,878	49.2	1,908	....	....	....	1,565	57.1	894	2,313	43.9	1,014
Kay	13,218	82.8	10,945	8,238	87.9	7,238	2,113	75.2	1,589	2,867	73.9	2,118
Kingfisher	4,220	75.5	3,191	981	78.9	774	759	77.8	591	2,480	73.6	1,826
Kiowa	6,191	70.3	4,350	1,538	80.4	1,236	1,682	67.2	1,130	2,971	66.8	1,984
Latimer	2,981	46.6	1,391	....	....	....	1,640	50.7	831	1,341	41.8	560
LeFlore	10,949	50.7	5,557	1,110	65.7	729	5,612	51.4	2,885	4,227	46.0	1,943
Lincoln	7,707	59.7	4,607	814	77.6	632	2,494	70.5	1,758	4,399	50.4	2,217
Logan	7,045	70.4	4,967	2,927	79.8	2,335	1,471	68.1	1,001	2,647	61.6	1,631
Love	2,772	53.9	1,494	....	....	....	866	63.8	553	1,906	49.4	941
McClain	4,646	60.2	2,796	874	78.2	684	1,071	57.1	611	2,701	55.6	1,501
McCurtain	9,754	38.9	3,796	1,086	54.8	595	3,162	46.4	1,466	5,506	31.5	1,735
McIntosh	5,395	48.9	2,641	....	....	....	1,775	58.5	1,039	3,620	44.2	1,602
Major	3,188	66.1	2,109	....	....	....	1,030	75.4	777	2,158	61.7	1,332
Marshall	2,987	56.5	1,687	718	81.6	586	550	47.5	261	1,719	48.8	840
Mayes	5,428	52 7	2,885	732	85.2	624	1,802	54.6	985	2,894	44.1	1,276
Murray	3,424	63.7	2,192	1,244	76.5	951	864	62 8	543	1 316	53.1	698
Muskogee	16,910	63.8	10,801	9,309	78.1	7,272	3,274	49.1	1,608	4,327	44.4	1,921
Noble	4,096	77.3	3,168	1,488	81.5	1,213	764	78.0	596	1,844	73.7	1,359
Nowata	4,193	63.4	2,659	1,191	75.0	894	1,180	61.4	724	1,822	57.1	1,041
Okfuskee	6,270	52.9	3,313	1,144	76.6	876	1,778	56.4	1,002	3,348	42.9	1,435
Oklahoma	69,951	85.2	59,619	61,360	87.3	53,542	4,761	78.2	3,721	3,830	61.5	2,356
Okmulgee	12,909	64.5	8,331	6,509	77.2	5,022	2,983	58.1	1,733	3,417	46.1	1,576
Osage	10,797	74.2	8,020	2,505	78.8	1,976	5,190	77.8	4,036	3,102	64.7	2,008
Ottawa	10,119	68.5	6,945	4,282	77.1	3,301	3,605	64.4	2,321	2,232	59.3	1,323
Pawnee	4,588	66.7	3,079	1,443	83.0	1,197	1,026	64.1	657	2,119	57.8	1,225
Payne	9,969	77.4	7,709	5,241	87.4	4,583	1,802	72.8	1,313	2,926	62.0	1,813
Pittsburg	11,560	63.2	7,319	4,279	75.5	3,232	3,376	57.7	1,949	3,905	54.8	2,138
Pontotoc	10,155	68.6	6,987	4,263	84.8	3,615	2,303	62.8	1,447	3,589	53.6	1,925
Pottawatomie	14,134	70.9	10,022	6,313	83.3	5,261	3,213	69.7	2,238	4,608	54.8	2,523
Pushmataha	4,639	42.6	1,969	904	37.8	540	1,528	36.3	555	2,207	39.6	874
Roger Mills	2,838	56.5	1,603	....	....	....	810	70.0	567	2,028	51.1	1,036
Rogers	5,438	60.1	3,266	1,172	81.2	951	1,548	66.8	1,034	2,718	47.1	1,281
Seminole	15,138	66.3	10,052	5,846	79.3	4,638	5,411	71.6	3,873	3,881	39.7	1,541
Sequoyah	5,277	37.4	1,976	....	....	....	1,792	52.3	937	3,485	29.8	1,039
Stephens	8,029	66.8	5,370	3,439	83.0	2,854	1,172	58.6	687	3,418	53.5	1,829
Texas	2,745	71 9	1,972	....	....	....	1,480	76.1	1,126	1,265	66.9	846
Tillman	5,618	70.2	3,944	1,473	76.9	1,133	1,229	71.5	879	2,916	66.2	1,932
Tulsa	54,645	84.9	46,414	43,056	89.6	38,570	8,051	70.3	5,658	3,538	61.8	2,186
Wagoner	5,147	45.5	2,348	1,008	64.1	646	1,206	41.9	506	2,933	40.8	1,196
Washington	8,624	80.0	6,899	4,810	90.5	4,351	2,027	68.7	1,393	1,787	64.7	1,155
Washita	5,838	72.1	4,212	822	80.4	661	1,187	74.2	880	3,829	69.8	2,671
Woods	4,255	78.5	3,339	1,556	86.9	1,352	897	77.0	691	1,802	71.9	1,296
Woodward	4,052	71.4	2,890	1,591	82.1	1,306	735	69.9	514	1,726	62.0	1,070
State Total	610,481	68.8	420,182	254,779	83.5	212,531	139,605	64.6	90,161	216,097	54.4	117,490

XIII—OKLAHOMA

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Enid	8,353	86.6	7,235
Muskogee	9,309	78.1	7,272
OklahomaCity	59,494	87.2	51,859
Tulsa	41,344	89.9	37,170

New Mexico	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
County	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Bernalillo	18,079	74.0	13,396	9,884	86.7	8,572	5,943	63.2	3,755	2,252	47.4	1,069
Catron	1,313	42.5	558	....	....	....	671	43.1	289	642	41.9	269
Chaves	6,091	67.1	4,088	3,569	73.7	2,630	758	55.5	421	1,764	58.8	1,037
Colfax	4,634	66.0	3,057	2,043	73.0	1,491	1,706	63.4	1,082	885	54.7	484
Curry	4,809	75.5	3,633	2,757	82.4	2,273	758	61.0	462	1,294	69.4	898
DeBaca	934	54.4	508	....	....	....	541	55.7	301	393	52.6	207
Dona Ana	7,270	51.5	3,746	2,155	62.9	1,355	2,196	44.3	974	2,919	48.5	1,417
Eddy	6,059	65.7	3,983	2,957	79.9	2,364	1,833	56.3	1,033	1,269	46.2	586
Grant	4,890	62.5	3,059	1,349	65.0	877	2,798	60.9	1,705	743	64.1	477
Guadalupe	1,908	30.9	590	....	....	....	1,402	34.2	479	506	22.0	111
Harding	1,057	45.2	477	....	....	....	466	42.5	198	591	47.2	279
Hidalgo	1,246	59.9	746	786	61.8	486	203	57.0	116	257	56.1	144
Lea	6,161	74.1	4,559	3,240	74.9	2,427	2,286	78.1	1,785	635	54.7	347
Lincoln	2,119	54.0	1,144	....	....	....	1,445	55.9	808	674	49.8	336
Luna	1,687	58.6	987	964	64.0	617	323	43.7	141	400	57.3	229
McKinley	5,318	45.2	2,385	1,817	79.1	1,437	1,569	52.8	828	1,932	6.2	120
Mora	2,399	14.2	340	....	....	....	924	17.1	158	1,475	12.3	182
Otero	2,638	51.1	1,348	988	62.1	613	878	47.2	415	772	41.5	320
Quay	3,212	66.4	2,132	1,655	67.6	1,118	487	63.4	309	1,070	65.9	705
Rio Arriba	5,499	19.2	1,058	....	....	....	2,557	23.5	600	2,942	15.6	458
Roosevelt	3,628	60.8	2,206	1,328	66.2	879	330	56.1	185	1,970	58.0	1,142
Sandoval	3,082	24.8	765	....	....	....	1,880	26.2	492	1,202	22.7	273
San Juan	3,750	38.1	1,440	....	....	....	1,240	69.0	855	2,510	23.3	585
San Miguel	6,330	32.8	2,073	2,889	50.7	1,465	1,459	20.1	293	1,982	15.9	315
Santa Fe	7,289	57.2	4,161	4,943	68.3	3,376	1,199	36.3	436	1,147	30.4	349
Sierra	1,908	46.3	883	869	54.0	469	616	44.6	275	423	32.9	139
Socorro	2,666	33.6	897	907	47.5	431	712	30.1	215	1,047	23.9	251
Taos	4,109	23.2	948	....	....	....	2,111	29.6	624	1,998	16.2	324
Torrance	2,628	38.3	1,008	....	....	....	1,366	38.6	527	1,262	38.1	481
Union	2,354	59.3	1,395	847	70.3	595	432	49.5	214	1,075	54.6	586
Valencia	4,408	33.6	1,483	766	62.2	476	2,008	28.8	579	1,634	26.2	428
State Total	129,475	53.2	69,053	46,713	72.5	33,951	43,097	47.6	20,554	39,665	36.7	14,548

XIV—NEW MEXICO

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Albuquerque	9,884	86.7	8,572

Running Account of House Hearings on Sanders Bill

Caldwell Completes MBS Presentation

Completing the MBS presentation, Mr. Caldwell was the only witness last Tuesday. He resumed the stand the following day to conclude reading of his detailed statement and for cross-examination.

Mr. Caldwell explained he was co-counsel for MBS with Frank D. Scott; that he was the first general counsel of the Federal Radio Commission in 1928-29, and first president of the Federal Communications Bar Assn. He divided his testimony into two parts as spokesman for MBS and as an individual practitioner.

While Mr. Caldwell strongly supported the FCC's chain-monopoly regulations as well as the Communications Act, he nevertheless said he thought the Communications Act has certain defects which call for amendment, both on procedure and substance. As for the Sanders Bill, he said it proposes some changes in the law that are sound and should be eventually adopted, but he contended it contains others which, while too broad or too drastic in their present form, "can probably be rephrased so as to be unobjectionable and perhaps desirable". It contains other provisions which he said were "either unnecessary or wholly unsound".

Mr. Caldwell confined his testimony in behalf of MBS to the three amendments covered by previous MBS witnesses and asserted that other observations he made were in his individual capacity as an attorney. Mr. Caldwell held that the principal defendants in the hearings, based on previous testimony, were, first, the FCC and, second, the statute. He branded unjustified the charges that the FCC had usurped unauthorized powers and had made capricious destructive decisions. The statute was charged with being "antiquated and obsolete" and "inadequate and unsuited for current problems of radio regulation".

Appearing in support of the FCC, Mr. Caldwell said, was unusual for him. He claimed the title of being the "most persistent and certainly the most vocal critic at the bar for quite a period of years" and contended he had not changed his views.

Lauds Communications Act As 'Finely Conceived' Statute

Challenging those who have condemned the Communications Act as a "very poorly drafted, clumsy, ambiguous, inept and outmoded piece of legislation," Mr. Caldwell said that he felt the act was one of the "best drafted and most finely conceived of the many statutes which serve as charters for Federal Administrative agencies".

He quoted extensively from Congressional debates to prove his contention that the Act was not concerned merely with the technical aspects, but with prevention of monopoly and unreasonable restraints on competition in broadcasting. At great length he essayed to support his contention that under Section 303 Congress explicitly authorized the Commission to handle such regulations. A mere reading of Section 303, he contended, proves that Congress in 1927 "intended to confer, extremely broad regulations-making powers on the Commission".

Without mentioning Chairman Fly by name, Mr. Caldwell inferred that since the beginning of his tenure the FCC has acted within the scope of the law. Whatever Congress may think of the network regulations, or the pending investigation of newspaper ownership, or of television and FM regulations, he said, the Commission "for the past two or three years endeavored increasingly to bring its policies out into the open in the form of regulations, after full and fair hearing, where their actions can be examined and criticized as they have been in this very hearing".

Disclaims Newness Of Newspaper Inquiry

He said this was in contrast to the "old hit or miss method which largely prevailed in the earlier days, where exactly the same subjects were dealt with, but were buried in its written decisions in particular cases or, what is worse, were talked about only behind closed doors and in chambers, and did not achieve written or published form. This has required industry, patience and an infinite amount of study, and it has also required courage."

Mr. Caldwell disagreed with statements that the economic, competitive and monopolistic aspects of broadcasting were dealt with for the first time in the order of May 2, 1941. Similarly, he said the newspaper issue had been present in the early days of the Commission, but was not brought into light until the hearings were launched a year ago.

Mr. Caldwell charged that in the early days of radio CBS was the most consistent applicant to the FCC for relief. In case after case, he said, in applications of interest to CBS the Commission was asked to grant the application in order to help that network's competitive position against NBC.

He mentioned the transfer of KNX, Los Angeles, from an independent owner to CBS as a situation in which public interest, convenience and necessity "was not confined to technical factors". He asserted CBS sought the assignment on the ground that NBC had an advantageous competitive position.

Alluding to the newspaper-ownership issue, he said this did not begin with the Commission's Order No. 79, issued a little over a year ago, but that in one form or another the issue "is pretty nearly as old as broadcasting itself, or at least commercial broadcasting." The surprising thing, he argued, is not that the Commission undertook an investigation a year ago, but rather that the issue should have simmered and smoked for years without the Commission doing anything about it openly.

Mr. Caldwell made mention of "strong pressures" exerted from the Commission from every direction, "including members of Congress" with respect to newspaper ownership and other issues.

"I think it is owing to this Commission that someone give it the credit that is due and to furnish the explanation that will tend to relieve it of the somewhat hysterical charge that all of a sudden, beginning a couple of years ago, it loosed a blitzkrieg on the industry, designed to destroy the American system of broadcasting, disrupt the industry, kill off freedom of speech by radio and introduce Government ownership and further contribute to the decline of the West."

Says Provisions Would Nullify Regulations

Coming to the three sections of the Sanders Bill opposed by MBS, Mr. Caldwell said MBS took this position because they tend to deprive the Commission in whole or in part of the power it has exercised in adopting the network regulations, and therefore, to nullify the regulations themselves. To the extent that these sections bring about such a result "they throw overboard the results of an investigation lasting over three years, and the fruits of an incalculable amount of expense and labor."

Before taking such a drastic step, he said, Congress should require an overwhelming demonstration that it would be justified. If, however, after reading the Commission's report and listening to the testimony, the Committee comes to the conclusion that the evils and abuses are such as to require remedy, and that the remedies adopted by the Commission are appropriate, "I assume that you would not feel warranted in disturbing the normal judicial processes now at work to determine whether the Commission has

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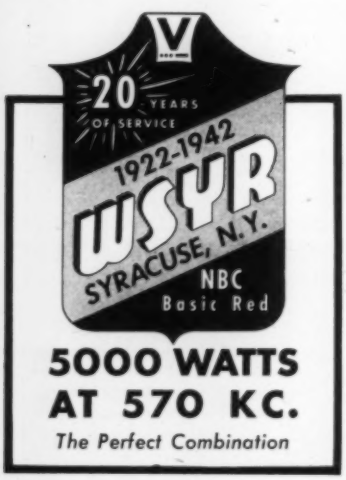

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the jurisdiction under the statute."

Mr. Caldwell said he assumed that the Committee would take into account such factors as the manifest impossibility in a Congressional hearing "of informing yourselves as completely and thoroughly as has been done by the expert agency which you created." Moreover, he said that the FCC under ordinary circumstances is better qualified than a Congressional committee to appraise the significance of the evidence and apply the remedies.

Declaring this was not said out of disrespect, Mr. Caldwell asserted it simply reflects the basic reason for resorting to the administrative process. Before interfering, he admonished, "you would want to be satisfied that the Commission's determinations were clearly arbitrary and capricious."

Says Delay Is Sought Under Section 7

Questions propounded under Section 7 of the Sanders Bill, dealing with practically all of the controversial issues before the Commission, have delay as their purpose, Mr. Caldwell insisted. MBS witnesses have pointed out, he said, that in the case of the network-monopoly regulations, "delay itself may bring about a terrific injustice".

"The issue for Congress to decide, in my judgment, is whether you want the Commission to have the power it has exercised, or to deprive it of such power. On that issue you have as complete information as you will ever have.

"I respectfully suggest that the way this issue should be presented and decided is not by proposing unnecessary studies in language that takes away the power before the studies are made, but to formulate an amendment which says in so many words that henceforth the Commission shall have no power to regulate contractual relations between the licensees of broadcast stations and networks, shall have no power to limit the number of stations of any class which may be licensed to any network organization. Then let the Congress vote on these clear-cut questions."

Mr. Caldwell attacked Section 6 of the bill, which he said works a far-reaching innovation on the Commission's control over transfer of licenses. It "severely curtails the Commission's power over a very important aspect of these transfers and, incidentally, deprives it of one of its important legal arguments in the pending court proceedings."

After enumerating the dangers that would ensue through such a revision, Mr. Caldwell said that once the Commission's power is cut down in that way "it will be the easiest thing in the world to circumvent the whole intent and purpose of Section 310 (b). The original intent of Congress, he said, was to see that the Government had as much to say as to who shall operate stations when the operator comes into the picture by way of purchase or lease, or other transfer of rights, as when the operator comes into the picture as an applicant for a new license.

Exactly the same questions are involved in the two cases, he said, except that, in the case of the transfer, the Commission ordinarily does not have to consider whether the community needs or should continue to have the station. The applicant's character is just as much in point in one case as in the other, he said.

FCC's Status in Transfers of Stations

Alluding to questions raised during the Committee hearing that the FCC sometimes prevents the owners of a station from selling to the highest bidder, or requires him to sell to a lower bidder, or to make a choice between several bidders, Mr. Caldwell said that never in his 15 years' experience under this section has the Commission done anything of the sort.

The owner of the station who wants to sell negotiates the sale privately without consulting the Commission and "never thinks of applying to the Commission for its written consent until the purchaser has been selected."

According to his recollection, Mr. Caldwell declared, only one transfer was actually and finally disapproved by the Commission because of the matter of price. Credit for this should be given to Commissioner Craven, "ably seconded by Commissioner Case, for steadfastly resisting the pressure from Congress and adhering to a sound view of the law and the original intent of Congress," he said.

Mr. Caldwell interjected orally that he was "only sorry they (the dissenting commissioners) didn't reach equally sound views on the network regulations."

The third amendment opposed by MBS, Mr. Caldwell said, was that espoused by NAB that Section 2[illegible] of the Act be amended by inserting language "lifted out of the Supreme Court opinion in the Sanders Bros. case." He said he would be

DESPITE TIRE shortage and freezing of bicycle stocks, these NBC Hollywood executives have no transportation worries for they travel to work via interurban bus. Contented commuters are (l to r), Paul Gale, traffic manager; Jennings Pierce, station relations and public service program director, Henry Maas, sales traffic manager.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

MOTHER! SOME TRAMP IS STEALING ALL YOUR SUGAR!
SH-H-H! I'M BUSY LISTENING TO KXOK ST. LOUIS, MO.
630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

last to oppose any amendment which would add force to this section forbidding censorship or make more certain that the purpose of Congress would be also given effect. But he asserted that this was different from trying to deprive the Commission of power to regulate network affiliate contracts "in the name of freedom of speech." Mr. Caldwell entered into an analysis of the law, but inserted in the record, without reading, several pages related to this aspect.

Procedural Requirements Fulfilled, He Says

The only witness on Wednesday was Mr. Caldwell completed reading of his prepared statement and was subjected to detailed cross-examination, particularly with respect to proposed amendments to the Act.

Commenting on so-called procedural amendments Mr. Caldwell said there was no question of procedure involved in the Commission's investigation and order. He said the proceeding was initiated with unusually elaborate and detailed notice of issues, that there was an exhaustive hearing, and all the "procedural proprieties and amenities that could be asked for were fully afforded to interested parties".

Coming to definitions of permits and licenses, which would be clearly delineated in the Sanders Bill, Mr. Caldwell said there was nothing wrong with the language of the statute but that the real trouble was that the court of appeals "fell for an ingenious argument of the Commission's law department, and held that a license was not a license when it was called a special, experimental temporary authorization". He argued that sort of instrument should be considered a license.

Mr. Caldwell strongly opposed provisions for reorganization of the FCC, establishing two separate divisions. He said the chairman under such a structure would serve largely as "a purely administrative officer". He outlined in detail reasons why he thought the reorganization provision was unsound, pointing out that under the statute as now written the Commission can subdivide if it so chooses; that the subdivision was tried and maintained from 1934 until 1937, when it was abandoned; that the charge that the present arrangement tends to subject broadcasting to a common carrier point of view is "simply without foundation"; and that it is not sound to segregate the Commission's quasi-judicial powers into two divisions and retain the quasi-legislative or rule-making power in the Commission as a whole.

Less Complications As Art Develops

Most important, Mr. Caldwell argued that the segregation is not practical because of the large and increasing number of respects in which two kinds of communications services are related. He mentioned television broadcast stations and television relay stations as an example, pointing out that the networking of television may entail common carrier service, similar to that provided by AT&T for standard broadcasting. Moreover, he contended that no matter how rigid a quarantine is imposed, no commissioner in one division can afford not to be familiar with the work of the other.

Mr. Caldwell advocated liberalization of provisions covering hearings and radio applications. He laid blame for the present practice upon "two able young attorneys" [William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel, respectively], who were brought to the FCC by former Chairman McNinch in 1937. An era began with the appointment of these attorneys and with the inauguration by them "of a sort of procedural reign of terror".

This included abolition of the examiner system and "a novel philosophy on notice, hearings, and intervention". Asserting that the attorneys were perfectly sincere, he said they represent a "school of thought that is becoming quite prevalent" and which believes that hearings are a "reactionary institution". They believe that the way to get facts is to send investigators "who will bring back the truth and nothing but the truth—if they have graduated from the right law school".

Mr. Caldwell said he had sought repeatedly to restore the FCC's procedure to the old method and that he participated in the drafting of a bill introduced by Rep. Ditter (R-Pa.) in the House in 1940 and by Senator Bailey (D-N.C.) in the Senate to revise the law. That bill, he said, contained the equivalent of the hearing sections of the Sanders Bill, but then neither the networks, nor the NAB, nor the Federal Communications Bar Assn. could be aroused and there were not even hearings on the bill.

Objects to Provisions Covering Appeals

Sections of the Sanders Bill relating to appeals from Commission decisions have commendable features in that they would remedy an oversight of Congress in not providing that appeals from certain types of applications should go to the same court as appeals of the principal types of applications; because they specifically provide for stay orders and the scope of the court's review is improved.

On the other hand, he said he believed the bill is not desirable in certain other respects. These he enumerated as giving the option to the appellant of going to the circuit court of appeals within the district wherein he resides, instead of the court of appeals for the District of Columbia; in preserving an unduly narrow definition of "interested party"; and in attempting to cancel out the decision of the Supreme Court in the so-called Pottsville case.

The Sanders Bill introduces "radical changes in the section gov-

(*Continued on page 54*)

Paley Testimony

REPRINTS of the testimony of William S. Paley before the House Committee on Interstate and Foreign Commerce, May 6, are being distributed by CBS with a card attached, reading: "To those who are interested in maintaining freedom of the air, this booklet is sent with the compliments of CBS."

In the Twin Cities it's
BLUE NETWORK STATION
WTCN
MINNEAPOLIS ST. PAUL
Most Popular With Listeners
Best For Advertisers
Write for details of programs and time available, rates, market data and information on merchandising service.
FREE & PETERS, INC., Exclusive National Representatives
New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WINS, New York

Sachs Quality Furniture, New York, 60 *ta* weekly, 26 weeks, thru William Goldman, N. Y.
Piel Bros., Brooklyn (Piel's Beer), weekly *sp*, indefinitely, thru Sherman K. Ellis & Co., N. Y.
Pepperidge Farms Co., So. Norwalk, Conn. (bread), 3 *sa* weekly, 13 weeks, thru Kenyon & Eckhardt N. Y.
Wm. H. Wise & Co., New York (books), 6 *sp* weekly, 3 weeks, thru Northwest Radio Adv. Co., Seattle.
Ex-Lax, Brooklyn (Ex-Lax), 10 *ta* weekly, 7 weeks, thru Joseph Katz Co., Baltimore.
I. J. Fox, New York (fur stores), 70 *sa* weekly, 6 weeks, thru Louis Kashuk, N. Y.
Riggio Tobacco Corp., New York (Regent Cigarettes, Eaton Pipe Tobacco), 100 *ta* weekly, 26 weeks, thru M. H. Hackett, N. Y.
Commerce Insurance Agency, New York, 21 *sp* weekly, 13 weeks, thru Klinger Adv. Corp., N. Y.
Select Theatres, New York ("Harlem Cavalcade," and "Keep 'Em Smiling"), 12 *sa* weekly, 13 weeks, thru Blaine-Thompson Co., N. Y.
Pabst Sales Co., Chicago (Pabst Blue Ribbon Beer), 6 *sp* weekly, 52 weeks, placed direct.
Hudson Canadian Fur Co., New York, 12 *sp* weekly, 26 weeks, placed direct.

WSAU, Wausau, Wis.

Van Camp's, Inc., Indianapolis, 7 *ta* weekly, thru Calkins-Holden, N. Y.
Wadham's Division of Socony Vacuum Oil Co., Milwaukee, 3 *sa* weekly, thru J. Stirling Getchell, Milwaukee.
Cliquot Club Co., New York, 5 *ta* weekly, thru N. W. Ayer & Son, N. Y.
Chicago, Milwaukee, St. Paul, and Pacific R.R., Chicago, 2 *ta* weekly, thru Roche, Williams & Cunnynham, Chicago.
Kellogg Co., Battle Creek, Mich., 5 *ta* weekly, thru J. Walter Thompson Co., Chicago.
G. Heilemann Brewing Co., LaCrosse, Wis., 6 *ta* weekly, thru L. W. Ramsey Co., Chicago.
Chicago Sun, Chicago, 6 *sa* weekly, thru MacFarland, Aveyard & Co., Chicago.
Standard Oil of Indiana, Indianapolis, 6 *sa* weekly, thru McCann-Erickson, Chicago.

KMJ, Fresno, Cal.

Safeway Stores, Oakland (mayonnaise), 12 *sa* weekly, thru Lord & Thomas, San Francisco.
Allis-Chalmers Mfg. Co., Milwaukee (tractors), 3 *ta* weekly, thru Bert S. Gittins, Milwaukee.
Hollywood Film Studio, Hollywood (developing), 6 *t* weekly, thru Raymond R. Morgan, Hollywood.
Ex-Lax Inc., New York, 5 *ta* weekly, thru Joseph Katz Co., N. Y.
Los Angeles Union Stockyards, Los Angeles, 6 *ta* weekly, thru Allied Adv. Agencies, Los Angeles.
Lyon Van & Storage Co., Los Angeles moving and storage), 2 *ta* weekly, thru BBDO, N. Y.
Miller & Co., Chicago (telescopes), 12 *t* weekly, thru United Adv. Cos., Chicago.

WEAF, New York

Curtis Pub. Co., New York (*Saturday Evening Post*), *sa* weekly, one week, thru BBDO, N. Y.
Ironized Yeast Co., New York, 6 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (peanuts), 3 *sp* weekly, thru J. Walter Thompson Co., N. Y.

WBBM, Chicago

Ironized Yeast Co., Atlanta, 5 *ta* weekly, 13 weeks, thru Ruthrauff & Ryan, N. Y.

KDYL, Salt Lake City

Kellogg Co., Battle Creek (Pep), 260 *sa*, thru Kenyon & Eckhardt, N. Y.
Lever Bros., Cambridge (Duz), 52 *sa*, thru Young & Rubicam, N. Y.
Continental Oil Co., Ponca City, Okla., 100 *sa*, thru Tracy-Locke-Dawson, Dallas.
Beechnut Packing Co., Canajoharie, N. Y., 2 *ta* weekly, thru Newell-Emmett, N. Y.
Iglehart Bros., Evansville, Ind. (Swans Down), 52 *t*, thru Young & Rubicam, N. Y.
Safeway Stores, Oakland (Numade Salad Dressing), 28 *sa*, thru Lord & Thomas, San Francisco.
Lever Bros., Cambridge (Vimms), 55 *sa*, thru BBDO, N. Y.
Kellogg Co., Battle Creek (Rice Krispies), 200 *ta*, thru J. Walter Thompson Co., Chicago.

WHN, New York

Kellogg Co., Battle Creek, Mich (Rice Krispies), 10 *ta* weekly, 20 weeks, thru J. Walter Thompson Co., N. Y.
Canada Dry Ginger Ale, Toronto (beverage), 2 *sa* daily for baseball season, thru J. M. Mathes Inc., N. Y.
Grayson's, New York (men's clothiers), 35 *ta* weekly, 13 weeks, thru Alvin Austin Co., N. Y.
Adam Hat Stores, New York (men's hats), weekly *sp*, 52 weeks, thru Glicksman Adv., N. Y.
American Institute of Food Products (Major B Natural Vitamin Tablets), 5 *sa* weekly, direct.
Breakstone Bros., New York (dairy products), 12 *sp* weekly, 52 weeks, thru Food Industries, N. Y.

WICC, Bridgeport

Penick & Ford, New York (My-T-Fine), 5 *ta* weekly, 96 times, thru BBDO, N. Y.
Reid-Murdoch & Co., Medford, Mass. (Monarch Foods), *sa* weekly, 52 weeks, thru U. S. Adv. Co., Chicago.
Chrisalty Labs., New York, 6 *ta* weekly, 78 times, thru Chambers & Wiswell, Boston.
Cliquot Club, New York (ginger ale), 10 *sa* weekly, thru N. W. Ayer & Son, N. Y.
Ex-Lax Inc., New York, 5 *ta* weekly, 4 weeks, thru Joseph Katz Co., N. Y.
Roxy Clothes, New York (men's clothing), 3 *sa* weekly, 26 weeks, thru Peck Adv. Agency, N. Y.
Wilson & Co., Chicago (Mor), 3 *sa* weekly, 26 weeks, thru U. S. Adv., Chicago.

WMAQ, Chicago

Shell Oil Co., New York, 20 *sa*, thru J. Walter Thompson Co., N. Y.
Southeastern Michigan Tourists & Publicity Assn., Detroit, 6 *sa*, thru James Dixon Jr., Detroit.
Continental Oil Co., Ponca City, Okla. (Conoco products), 5 *ta* weekly, 13 weeks, thru Tracy-Locke-Dawson, N. Y.

CFAR, Flin Flon, Man.

Blue Ribbon Corp., Toronto (food products), *ne* daily, thru Cockfield, Brown & Co., Toronto.

WOWO-WGL, Ft. Wayne

Radbill Oil Co., Pittsburgh (Dry Cleaner), 26 *sa*, thru Harry Fligenbaum Adv. Agency, Philadelphia.
Socony-Vacuum Oil Co., N. Y. (Mobilgas & Mobiloil), 624 *ne*, thru J. Stirling Getchell Inc., N. Y.
Ex-Lax Inc., Brooklyn, 18 *ta*, thru Joseph Katz Co., N. Y.
Peter Foxe Brewing Corp., Chicago (Foxe DeLuxe Beer), 78 *ta*, thru Schwimmer & Scott, Chicago.
Shell Oil Co., New York, 150 *ta*, thru J. Walter Thompson Co., N. Y.
Allis-Chalmers Mfg. Co., Milwaukee, (tractors, farm & road machinery), 27 *sa* thru Bert S. Gittins, Milwaukee.
Chicago Herald-American (newspaper), *sa*, thru Bozell & Jacobs, Chicago.
Kellogg Co., Battle Creek (Rice Krispies), 200 *ta*, thru J. Walter Thompson Co., Chicago.

WJJD, Chicago

Penn Tobacco Co., Wilkes Barre, Pa. (Kentucky Club, Willoughby Taylor tobacco, Julep cigarettes), 7 *sp* weekly, thru baseball season, thru H. M. Kiesewetter Adv. Agency, N. Y.
Pan American Coffee Bureau, New York, 36 *ta* weekly, 8 weeks, thru Buchanan & Co., N. Y.
Scholl Mfg. Co., Chicago (corn remedy), 8 *sa* weekly, 13 weeks, thru Donahue & Coe, N. Y.

CKOC, Hamilton, Ont.

T. Eaton Co., Hamilton, Ont. (chain department store), 5 *t* weekly, direct.
Imperial Tobacco Co., Montreal (cigarettes), weekly *t*, thru Whitehall Broadcasting, Montreal.
General Motors of Canada, Oshawa, Ont., *sp* weekly, thru MacLaren Adv. Co., Toronto.

WPAT, Paterson, N. J.

Paterson Savings Institution, Paterson, N. J. (institutional, war bonds and stamps), 6 *sp* weekly, direct.

WOV, New York

Non-Sectarian Anti-Nazi League, New York, 2 *sp* weekly, placed direct.

Spur During Games

CANADA DRY GINGER ALE, New York, tying in with the exclusive coverage of Brooklyn Dodger baseball broadcasts on WHN, New York, on June 7 started twice-daily announcements for Spur for the remainder of the baseball season. One-minute spots are heard during the *Warm-Up Time* broadcast on WHN preceding the games, and on the *Sports Extra* program after each game. Agency is J. M. Mathes, New York.

Busy on the home front

Adv.

KFEL Is First Station To Buy Foreign Service Of Chicago Daily News

WHEN KFEL, Denver, announced its recent purchase of the *Chicago Daily News* foreign news it became the first radio station to receive the service. Negotiations were conducted by Gene O'Fallon, manager, representing the station and Charles E. Lounsbury for the *Chicago Daily News*.

The contract marks the paper's first departure from the policy of selling its service exclusively to newspapers. KFEL will receive by direct private wire the dispatches of Leland Stowe in Burma, George Weller in Australia, Bob Casey with the fleet in the Pacific, Nat Barrows in the Panama area, Richard Mowrer in the near East, William Stoneman and Helen Kirkpatrick in London, Arch Steele in Russia and others of the staff.

Among radio stations KFEL has pioneered in news service. According to the station, it was the first in 1930 to buy the Consolidated Press leased wire. Before other news services, were available to radio, KFEL was one of the first subscribers to Transradio Press. In 1942 the station added the full 24-hour reports of the AP's radio wire. These services supplement the local newscasters and MBS commentators.

Cessation of Premiums Not Canadian Violation

WITH A NUMBER of national advertisers announcing discontinuance of premiums, some of which are advertised on the air, the Canadian Wartime Prices & Trade Board has ruled that such discontinuance of premiums will not be regarded as a violation of the price ceiling.

"Any manufacturer, wholesaler or retailer," stated the announcement, "may discontinue the giving with goods sold by him of any premium, insurance policy or coupon the holder of which shall be or become entitled to receive gratuitously or at a nominal price any premium, gift or money, and such discontinuance shall not be deemed to be a contravention of the provisions of the Maximum Prices Regulations; provided, however, that nothing in this order shall be construed as authorizing any manufacturer, wholesaler or retailer, when selling any goods, to discontinue the giving of additional quantities of the same goods, or the allowance of any price discount which has been customarily and lawfully allowed by such manufacturer, wholesaler or retailer."

Mexican Series Continues

AN EXTENDED RUN of 21 weeks under a new title has been accorded the NBC weekly series of dramatic episodes of Mexico, *Down Mexico Way*, originally scheduled to go off the air June 6. The series continues as *Pan-American Holiday*, bringing music and episodes of other Latin-American countries, starting with five programs with a Cuban background, heard Saturday, 4 p.m. *Down Mexico Way* was launched at the suggestion of Vice-president Henry A. Wallace, as an experiment in promoting an understanding of Mexican life and culture among the people of the United States.

Radio Advertisers

WOODMEN ACCIDENT Co., Lincoln, Neb. (health, accident insurance), has started five minute newscasts seven days weekly on WAKR, Akron, and WING, Dayton, and a quarter-hour newscast weekly on WCFL Chicago, for 13 weeks. Agency is Frank R. Steel & Associates, Chicago.

WOMEN'S TECHNICAL Institute, Glendale, Cal., newly-organized aircraft and radio assembly trade school for women, in a test campaign which started June 3 is currently sponsoring a daily quarter-hour recorded musical program on KIEV, that city. Other Southern California radio is contemplated. Agency is Ideas Associated, Glendale.

SIGNAL OIL Co., Los Angeles, has started co-sponsorship of the Pacific Coast League baseball games over KROW, Oakland, with General Mills. The latter had been sponsoring the games alone since the opening of the season in April. KROW broadcasts games of the Oakland Oaks and the San Francisco Seals, with Dean Maddox describing Oakland games and Ernie Smith announcing the Seals contests. The Signal account was placed through Barton A. Stebbins agency, Los Angeles.

PARAMOUNT THEATRES Inc., Los Angeles and Hollywood, in a 13-week campaign started June 9 is sponsoring a thrice-weekly five-minute newscast on KECA, with two participations per week in *Art Baker's Notebook* on KFI. In addition, thrice-weekly five-minute participation is being used in *Knox Manning's* 11 p.m. news on KNX, with the firm sponsoring one quarter-hour newscast per week on KHJ. Scholts Adv. Service, Los Angeles, has the account.

STEAK SPECIALTIES Co., Los Angeles (fresh frozen steaks), new to radio, and placing direct, in a 13-week campaign starting June 29 will sponsor five participations per week in the combined *Art Baker's Notebook*, *California Home* and *Bridge Club* programs on KFI, that city. Other radio is contemplated.

SOUTHERN CALIFORNIA Horse Show Assn., Burbank, to promote the annual horse show and rodeo at Pickwick Park from June 20-28, is sponsoring participations on KFI, KNX and KHJ. In addition a total of 128 spot announcements will be used on six southern California stations. List includes KFAC KPAS KMTR KRKD KIEV KFOX. V. G. Freitag Agency, Los Angeles, has the account.

AFTER WINNING the $750 Esso Marketers award for the best operational idea submitted by a Standard Oil employe in 1941, Francis J. Didier (left), assistant to the advertising manager of the Standard Oil Co. of Louisiana, is interviewed by Don Lewis, Esso Reporter for WWL, New Orleans.

MILLER & Co., Chicago (telescopes), recently started for 13 weeks a five minute transcribed program twelve times weekly on KMJ, Fresno, Cal. Agency is United Advertising Co., Chicago.

ATLAS BREWING Co., Chicago (Atlas Prager, All American beers), on June 30 will renew local sponsorship of CBS *The World Today* quarter-hour on WBBM, Chicago, and will add Tuesdays and Thursdays for 52 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

HOLLYWOOD FILM STUDIO, Hollywood, Cal. (photo developing) has started for 52 weeks, 6 weekly transcribed five minute programs on KMJ, Fresno, Calif. Agency is Raymond R. Morgan, Hollywood.

SPOTCASTING
BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS

Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Radio Recruits Farmers

THE ONTARIO Provincial Government, having found radio advertising successful for tourist trade on United States networks, is now using it domestically. The Ontario Dept. of Labor has started a six-week recruiting campaign for farm labor on a 17-station Ontario network, with a weekly quarter hour evening program, *Farm Service Force*, started on June 3. Account was placed by James Fisher Co., Toronto.

Best Foods News

BEST FOODS, New York, has started a daily five-minute AP news strip on WQXR, New York, to advertise Hellmann's Mayonnaise and other food products. Company uses spot announcements extensively on other stations. Agency is Benton & Bowles, New York.

ADDING to the original list of stations on the Allis-Chalmers war bond campaign list [BROADCASTING June 8] the agency, Bert S. Gittins, Milwaukee has announced the addition of WDAY, Fargo, N. D.; WHCU, Ithaca; WSB, Atlanta and WTMJ, Milwaukee. This raises the original total of 40 stations to 43.

ASSOCIATED GROCERY Mfrs. of America has changed its name to Grocery Manufacturers of America Inc., to do away with confusion resulting from the use of the letters AGMA.

KMBC Gets Stock News Again for Fourth Year

FOR the fourth consecutive year, KMBC, Kansas City, has been chosen by a radio committee of Kansas City's dominant stock organizations to broadcast exclusively its live stock market reports and news for the twelve month period to June 1, 1943.

Formal recognition was also given to KMBC's farm service schedule under the direction of Phil Evans, which has been devoting more than 20 hours weekly to this type of public service.

Signing of the agreement making the station the official local voice was effected by Arthur B. Church, president and Karl Koerper, managing director of KMBC; Fred H. Olander, Kansas City Live Stock Exchange; J. C. Cash, president of Kansas City Stock Yards; W. J. Wilkin, president of Traders' Live Stock Exchange; John Reese.

Camel's Million

ONE MILLION men have been entertained by the Camel Caravan units, R. J. Reynolds Tobacco Company's project to provide free entertainment for men in the armed service, which last week rounded out the first nine months of a tour of U. S. Army, Navy and Marine bases. Reynolds starts *Camel Caravan* on CBS July 10, using talent from the four travelling units in a variety program similar to the road shows. William Esty & Co., New York, is agency for Camels.

If you want to see Central New England's radio station preference, WTAG is the place to look. All independent surveys show this rich industrial area with ears glued to WTAG, morning, noon and night. From 8:00 a. m. to 8:00 p. m. no other one station equals WTAG's ratings. Ask for the full details.

When You Buy Time—Buy An Audience

WTAG
WORCESTER

NBC BASIC RED NETWORK
EDWARD PETRY & COMPANY,
NATIONAL REPRESENTATIVE
Owned and operated
by The Worcester Telegram-Gazette

IS OUR COUNTENANCE CARMINE! Inadvertently, a photo caption in the June 8 BROADCASTING stated that WBZ, Boston, was to switch to the BLUE. Actually, as everyone knows, WBZ is switching to NBC. The transfer was discussed by a group of NBC and Westinghouse Radio Station executives, along with Westinghouse agency men. The photo (properly captioned this time) presents (l to r): Harry Goodwin, sales promotion manager of WBZ; Charles B. Brown, NBC sales promotion manager; Gene Stafford, WBZ publicity manager; George Harder, advertising and publicity manager of Westinghouse Radio Stations; Ned Rogers, Gray & Rogers, Philadelphia; Sheldon Hickox, manager of NBC station relations; Lee Wailes, general manager, Westinghouse Radio Stations; Cy Young, general manager of WBZ; Bill Roux, sales promotion manager of NBC spot sales; Frank Bowen, WBZ sales manager; Gordon Swan, WBZ program manager; Jack Cornwall, Gray & Rogers. Occasion was appropriately celebrated.

Account of Sanders Hearing

(*Continued from page 51*)

erning rehearings", he said. He felt the section goes too far in providing that a rehearing petition shall automatically stay the effective date of a Commission decision and with respect to limitations on time for the hearings.

Apropos the provisions dealing with hearings procedure and intermediate reports, Mr. Caldwell deprecated the present practice and urged that presiding officers at hearings should not be employes of the law department and subordinate to the general counsel, but should be examiners forming part of a separate department responsible to the Commission, just as they were prior to the "McNinch era".

Coming to the NAB recommendations proposing to confer upon the Commission the power and duty to issue declaratory rulings and to subject such rulings to appeal, Mr. Caldwell said the idea of declaratory judgment is sound. He contended, however, that the NAB proposal appeared to him "a device to hamstring the Commission". He said he had not made up his mind on the principal issue, whether declaratory rulings should be discretionary or mandatory.

Mr. Caldwell said he could not ascertain what evils were intended to be remedied or what rights to be safeguarded, and that it seemed to him the provision would do little, if anything, more than is required by the present law anyway.

Claims Procedural Red Tape Is Involved

Summarizing, Mr. Caldwell said the Sanders Bill has several commendable features, but in his judgment goes too far in the direction of procedural red tape and unnecessary obstacles to the efficient and expeditious administration of the Act. Moreover, he said it ties the Commission down rigidly to one pattern of procedure when it may not only be not the best, but may be substantially different from what Congress may decide to require of all Federal administrative agencies.

Mr. Caldwell suggested four additional amendments to the Act and said the list would be longer were it not for the war. He said he always felt that Section 606 goes too far, at least in emergencies short of war, in permitting the shutting down or taking over of broadcasting stations for reasons not directly connected with imperative military need. "I am afraid that someday it will prove to be the entering wedge for governmental operation of broadcasting stations. Yet, I realize it would be futile, and might be misunderstood, if any such proposal were urged at this time".

His first proposal was that Section 326, forbidding the Commission to exercise censorship of radio, be amended so as to carry out the original intent of Congress. He recalled, again during the "McNinch era", that the FCC was "slipping down the primrose path to censorship on programs through an *ex post facto* censorship." He said that during the last two or three years the tendencies in this direction have diminished and at present seem non-existent, but the power is still there.

He suggested an amendment to exclude any consideration of programs, other than lotteries or obscene matter already covered in the statute, as a factor having to do with issuance or renewal of licenses. He urged that in consideration of license renewals that there be deleted from Section 307(d) the provision that actions of the Commission shall be limited to and governed by "the same considerations and practices which affect the granting of original applications". He said this section was not in the original Radio Act of 1927, but was inserted in the Communications Act "for no good reason".

Questions Power To Bar Newspapers

The idea that any new applicant for a station should stand upon exactly the same footing as a licensee who had been in the business for years is "so shocking to natural equity, I am sure it will find no defender". He added that its pernicious possibilities have not yet been explored, but someday will be.

Alluding to its possible effect on newspaper ownership of stations, Mr. Caldwell said he did not think the Commission has the power to make newspaper owners ineligible for licenses and that he hoped he was right. If it develops that the Commission has the power, it would be far more just to make it applicable simply to future instances rather than to have it retroactive, he asserted.

As a third amendment Mr. Caldwell urged that the broadcast station licenses, now limited under the Act to three years, but issued for two years, be modified to place no limitation at all on them. He held the rights of the public are fully protected through the Commission's power to revoke licenses or compel a modification of license.

Declaring that the fixing of a maximum license period has had extremely unfortunate consequences, Mr. Caldwell said that he felt confident there is no procedure more susceptible "to abuses, evasion of due process, and arbitrary and capricious conduct than that which accompanies hearing on application for renewal of license. Traditional processes of law are turned into reverse gear".

He urged that the Commission be required to assume the burden of alleging and proving guilt and of relieving the licensee of the burden of proving innocence. He said this was not a radical proposal when compared with methods of regulation regularly employed by almost all administrative agencies.

"If, however," he continued, "you are not willing to go this far, then I suggest at least a license period of very substantial duration, such as from 10 to 20 years, corresponding to many public utility franchises".

Mr. Caldwell's final recommendation related to revocation procedure, which he said under the existing law allows the Commission to revoke first and hear afterwards. Thus, he said, the respondent gets adverse publicity giving the impression that he has already been found guilty, instead of being merely charged with guilt. The provision is also susceptible of the interpretation that the burden of proof is on the respondent.

Revocation Power Seldom Used

The provision is of no great practical importance, Mr. Caldwell said, since the Commission rarely used the revocation procedure and has usually employed proceedings based on application for renewal of license for disciplinary purposes. He urged an amendment which he said in effect would reverse the existing prescribed procedure, with the charges issued first and revocation proceedings to come only after hearings. This amendment is similar to one introduced in the Ditter Bill in 1940, he said.

Concluding his prepared statement, Mr. Caldwell alluded to the analogy suggested by Judge John J. Burns, CBS general counsel, between service of a network to a station and that of a newspaper and a press association. Examining this "thought", he referred to the *Washington Post*, which has an AP franchise and also receives UP, *New York Times* service, and perhaps others. There is nothing in the arrangement with any of these preventing it from taking the service of another service, or which requires it to use any news furnished by any one of them, or to assign any particularly important

"I wonder why our Army is protecting WFDF Flint Michigan coverage!"

space in the newspaper to its material, he said.

Applying this analogy to broadcasting, he said that at the top of the front page would be "The Associated Press" in large type and underneath, in small type, would be *The Washington Post*. No other news from any other agency would be permitted. All but 1 to 1½ columns on the front page would have to be devoted to the Associated Press material, with the words "Associated Press" printed in large type over and over again, and the better positions in the rest of the paper would have to be treated likewise. In addition, he continued, the AP would secure most of the national advertising using the *Washington Post* and insist that the advertising be placed immediately adjacent to its news.

Sees Danger of Restraint of Trade

He said the analogy could be carried to the point of being absurd. The real point, he argued, is that instead of 1800 or 1900 vigorous, independent and competitive newspapers in this country, three organizations in New York would control all, and through them control most of what the public reads. They would have the power to kill off a competitor at birth. The economic prosperity or failure of every newspaper in the country would be for them to determine. Every advertiser would be at their mercy."

Taking up his defense of the FCC regulations, Mr. Caldwell said that if these are nullified, the "Congressional seal of approval" will be put on one of the "clearest possible cases of unreasonable restraint of trade", which he said would be vastly more harmful to the public interest than most restraints, because it has to do with an agency of the mass communication of intelligence.

Mr. Sanders propounded to Mr. Caldwell the same questions asked other lawyers regarding a "non-exclusive option". He maintained that from a legal standpoint he could not understand how there could be such a thing. Mr. Caldwell claimed the rules as now written actually provide an option of a non-exclusive nature, since the first network to sell the time on a station would have access to it for 52 weeks. The 56-day notice clause, in lieu of the present 28-day clause, imposed by the major networks, he contended, also protects such options. He declared the provision would become operative largely in three-station cities, where there are insufficient outlets to accommodate all four national networks.

Insisting that he could not understand an option that isn't exclusive and how such a creature of the law could exist, Mr. Sanders suggested that perhaps options should be banned altogether or permitted entirely. He saw no middle-ground.

The anti-trust laws deal with such matters regularly, Mr. Caldwell said, when contracts are viewed as in restraint of trade. He declared that in broadcasting there is no equality of opportunity and that the option time and exclusivity features of current contracts perpetuate what he regards as the evil.

Claims Inequities In Network Contracts

Mr. Caldwell placed in the record excerpts from testimony in the FCC's chain-monopoly investigation, particularly that of Samuel R. Rosenbaum, president of WFIL, Philadelphia, and former chairman of Independent Radio Network Affiliates, now inactive. Mr. Rosenbaum, Mr. Caldwell asserted, had testified that affiliates were not in a position to bargain equally and that smaller stations were forced to accept propositions of the major networks. Mr. Caldwell asserted that some of the more powerful stations in primary markets have not had to yield to network requirements.

Purported inequities of network contracts were exemplified by Mr. Caldwell in citing the case of WFBR, Baltimore. He contended it lost its Red Network affiliation to WBAL because it had refused to move from network option time a National Guard sustaining program which had run for a long time, to make way for the *Pot of Gold* program.

Answering Rep. Sanders on FCC administrative practices, Mr. Caldwell said one of the misfortunes of the machinery is the lack of provision for promotion of "good men" from the ranks. Members of the FCC by and large, he said, have not been elevated from the staff. He added that there would be a "better situation when we do".

Mr. Caldwell suggested that perhaps the ideal administrative setup for communications would be to have the FCC incorporated in one of the executive departments and have alongside it an appellate board. In that fashion the existing situation of a Commission serving as both judge and jury would be abandoned, he said. He alluded to the possibility of the creation of a department of communications, transportation and power, under a Cabinet officer, with an appellate board alongside it. He said he realized this was "a long way off, however".

Rep. Wolverton (R-N. J.), ranking minority member of the Committee, said he was "greatly impressed" by Mr. Caldwell's statement and that he had shown a grasp of the practical as well as the legal aspects of radio. Asserting he did not want to put himself in the position of agreeing with everything you have said," Mr. Wolverton nevertheless declared he hoped that all members of the Committee would take the opportunity to read his entire statement.

Power of Congress And Administrative Agencies

Rep. Halleck (R-Ind.) raised the question of whether the witness thought Congress or the FCC should establish policies governing radio. Mr. Caldwell asserted he thought Congress certainly has the authority and that if the Commission has proceeded improperly, Congress of course should step in.

Asked specifically about the policy on newspaper ownership and whether Congress or the FCC should decide it, Mr. Caldwell said he had no objection to newspaper ownership but that the practice was to delegate broad authority to administrative agencies and permit them to establish the rules as "experts in the field".

Mr. Halleck pointed out that there is considerable precedent for Congressional instructions to administrative agencies on broad mat-

MBS Improvements

RESPONSE to a recent questionnaire to MBS stations, that network reports, shows that 136 of its 205 affiliate stations have made "important improvements in transmission facilities since Jan. 1, 1941," and 12 new MBS stations have begun operating since that date. Breakdown shows that 53 of the Mutual stations have had power increases; 46 have had new transmitters; 21 have improved their transmitters and 39 new transmitter sites; 76 have new or improved antennas; 31 got better frequencies and 23 have gone to new fulltime operation.

WFBG
ALTOONA, PA.
- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

TO THIS STATION

½ Million People in Northeastern Wisconsin Listen Nearly 60% of the Time—The Only Big Station in This Rich Area. No Other CBS Station can be Heard Regularly.

WTAQ
The only CBS outlet for Northeastern Wisconsin
GREEN BAY, WISCONSIN

CBS 50,000 WATT STATION COVERS BOTH NORFOLK AND RICHMOND DOWN IN VIRGINIA!

Norfolk Studio
502 DUKE STREET
Richmond Studio
HOTEL RICHMOND

WRVA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

ters of policy and that he felt that such questions as newspaper ownership and other controversial matters considered by the FCC might well be decided in advance by the legislature. Mr. Caldwell, however, held this would be so only if the facts developed the deed, though he did not question the power of Congress to do so. In the case of the network proceedings, he asserted that if the FCC felt that it did not have sufficient power, he was confident it would have come to Congress with the request that the statute be amended.

When Mr. Halleck asked whether it would be possible to have any kind of network broadcasting without some sort of option time, Mr. Caldwell asserted it was not only possible but is being done by MBS now and was done by NBC prior to 1933. He admitted, however, that no option time would be "inconvenient".

Queried by Mr. Halleck as to whether or not there isn't some other authority of law that would reach practices in broadcasting that are "so inherently bad", Mr. Caldwell said the Dept. of Justice unquestionably could get to them under the anti-trust laws. He asserted, however, that the paths do not cross completely, since the FCC issues regular license renewals to stations and that if it failed to observe and correct such practices, anti-trust proceedings would become more difficult.

Effect of Rules on Network Competition

When Mr. Halleck pressed his observation that Congress should make the general rules, rather than the FCC, Mr. Caldwell inserted in the record speeches of members of Congress and excerpts from resolutions which he contended indicated clearly that the FCC has followed the course it has taken because of such Congressional expressions.

Rep. McGranery (D-Pa.) questioned the ability of networks to clear time with no option time and with no basis on which to guarantee coverage to the advertiser. Mr. Caldwell, however, contended that networks have arrangements with stations and know from experience which stations would take programs.

When Mr. McGranery asked whether the rules would not open the door for "real cut-throat competition", Mr. Caldwell said the major networks have used their exclusive contracts to kill off competition and that there is "cut-throat competition now, only MBS is the cut-throatee".

Challenging Mr. Caldwell's statement in his earlier testimony that he had heard CBS President Paley concede that the Commission should have censorship powers, Mr. McGranery asked the witness where he could find that statement in the record.

Mr. Caldwell first observed that the "trouble with Mr. Paley is he doesn't see any freedom of speech question until he is hit economically". Mr. McGranery said his recollection was that Mr. Paley had urged that the FCC be restricted to regulation of physical factors.

After some sparring, Mr. Caldwell said that if the record proved he had done Mr. Paley an injustice, then he offered his apology and desired to withdraw his statement from the record.

Spearman Speaks For Independents

In his appearance Thursday, Mr. Spearman explained he had been retained and directed to testify on behalf of NAI, which he described as a voluntary membership organization made up of independently-owned local, regional and Class I-B channel stations affiliated with one or the other of the national networks.

He explained there was no intention on the part of NAI to appear before the Committee until Victor Sholis, director of Clear Channel Broadcasting Service, had testified and made statements "which we believe should be clarified, at least in part". He said he would not attempt to answer all the statements made by Mr. Sholis "for the simple reason that to do so would serve no useful purpose, and because I do not desire to waste your time on a discussion of immaterial matters".

Recalling Mr. Sholis' testimony that the Clear Channel Group's interest in the Sanders Bill stemmed from that provision which would require the FCC to report to Congress the standards and principles adopted by the Commission to effectuate the mandate for a fair, efficient and equitable distribution of radio service throughout the country, Mr. Spearman said that if the language of this section should be literally followed, "the first and loudest objectors would be the Clear Channel Group".

He said that there are 25 frequencies for use by Class I-A stations, but with 48 States "it is clear that 23 of the States could not have a Class I-A station located within its borders". He pointed out that the 25 Class I-A frequencies are now used by stations located in only 17 or 18 States and that at least 30 of the States do not have a Class I-A station operating within their borders.

For that reason, he contended, it is easy to understand why the present occupants of the Class I-A frequencies would object to a "fair, efficient and equitable distribution of licenses, frequencies, hours of operation, and power among the several states and communities". If the language of Section 307 (b) was literally applied to the distribution of the frequencies in question, he declared some of these I-A stations would have to be moved to other states and areas.

Says Clear Group Wants More Power

Alluding to Mr. Sholis' reference to serving isolated farm families and other remote listeners, Mr. Spearman charged that "strong power is the real underlying reason for Mr. Sholis' appearance". He said his criticism of the Commission in licensing one or two Class II stations to operate simultaneously on the same frequency with Class I-A stations "finds its root in the ambition of the Clear Channel Group to be granted authority to operate their stations with greater and greater power".

Such duplication would be a "deterrent to the culmination of their long-standing ambition to operate these Class I-A stations with more and more power," Mr. Spearman asserted. He charged that the "improvement" which Mr. Sholis had in mind but which he "studiously avoided calling by its real name, is operation of Class I-A clear channel stations with more and more power, sometimes heretofore referred to as super power.

"It has been said that 'A rose by any other name would be as sweet', and whether the Clear Channel Group elects to call it 'improvement', 'more power', or 'super power', the fact and truth is that what the Clear Channel Group wants is to maintain the Class I-A frequencies unduplicated until such time as they can convince the Congress or the Commission that their stations should be authorized to operate with greater and greater power, and not be confronted with the obstacle of adding increased interferences to Class II stations which might be operated on an unlimited-time basis on the same frequencies with them."

LAST DUTY performed by Derby Sproul, production manager of KLZ, Denver, before reporting for active duty as a captain in the Army Air Force, was to check production details with his successor, Austin Williams (right), appointed by Hugh B. Terry, KLZ, manager.

Challenging the "love and affection for farmers" indicated by Clear Channel stations in arguing for unduplicated clear channels and for more and more operating power, Mr. Spearman said notice must be taken of the locations in which these Class I-A stations are operated. He argued in essence that they are primarily in the large cities and held there is great overlapping in areas covered by broadcast stations carrying the same general network program service.

Says Most Clears Are Near Big Cities

Mr. Spearman contended that in arguing for greater power, the Clear Channel Group seeks to increase the intensity of the signals from their stations within the areas now served by them, and at the same time seeks to expand such areas to distances greater than the radius of 720 miles.

"If these stations were distributed over the country and were located closer to the rural and remote areas they talk so much about, the strength of the signals received by the remote listeners naturally would be much greater." He argued, however, that they are located in or immediately adjacent to the largest metropolitan centers of the country and hope to retain these locations so as to reach the highly populated areas as they can and "as a result receive more and more from their sales of time to advertisers."

In short, he argued, Class I-A stations such as those located in Pittsburgh, Cincinnati, Atlanta, Chicago, etc., "want to retain their locations and benefit from the highly remunerative time sales because of the great density of population around their present locations, instead of putting the stations at locations or in areas where the remote listeners reside. They will

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

Gentlemen of the Broadcasting Industry:

THIS is our job...

TODAY, the 20 Airlines of the nation are contributing to the full limit of their experience and resources to help win the war.

This job is clearly divided into three parts:

First, we are under contract to the United States Armed Forces, to transport arms and ammunition, men and essential supplies to our military stations wherever they may be.

Second, we have for many months been helping to train combat pilots and ground personnel for the U. S. Army and Navy, and performing other vital military and naval services.

Third, we are continuing operation as a common carrier air transport system with schedules serving the important war production centers.

"The whole-hearted fashion in which the air carriers have coöperated with the military services in furtherance of the war effort," states the Civil Aeronautics Board, *"has made it possible for them to continue operating under private management . . ."*

Air Transport Association, 1515 Massachusetts Avenue, N.W., Washington, D. C., representing

The Twenty Airlines of the Nation

All American Aviation, Inc.
American Airlines, Inc.
Braniff Airways, Inc.
Canadian-Colonial Airways, Inc.
Catalina Air Transport
Chicago & Southern Air Lines, Inc.
Continental Air Lines, Inc.
Delta Air Lines
Eastern Air Lines, Inc.
Hawaiian Airlines, Ltd.
Inland Air Lines, Inc.
Mid-Continent Airlines, Inc.
National Airlines, Inc.
Northeast Airlines, Inc.
Northwest Airlines, Inc.
Pan American Airways System
Pennsylvania-Central Airlines Corp.
Transcontinental & Western Air, Inc.
United Air Lines Transport Corp.
Western Air Lines, Inc.

XUM

you such locations would be economically unsound. Economies work in broadcasting, too."

Mr. Spearman said the argument about how much power Class I-A stations shall be authorized to use has been going on for years. He recalled the hearing on it in 1936 and another in 1938. At those hearings the National Assn. of Regional Broadcast Stations, which he described in effect as the predecessor of NAI, took the position that clear channels should be used for duplicate operation of two or more stations on an unlimited-time basis and that clear-channel stations should be limited to operating with not more than 50 kw. power.

Mr. Spearman produced for the record exhibits prepared by George C. Davis, consulting egineer, depicting service of I-A channel stations as against duplicated operation, and essaying to show that more service is rendered through the duplicated process than Class I-A facilities. He stated that if a literal enforcement of Section 307 (b) should be insisted upon, it is clear from examination of the map that some of the Class I-A clear channel stations would be moved into the Far West and some of them into the Southeast.

He said the clear-channel stations certainly do not want this to happen. "They want to retain their present locations so as to be able to cash in on the lucrative patronage of advertisers who are desirous of reaching highly populous areas, and as an excuse for continuing to have the exclusive right to operate only one station at night on each of these clear-channel frequencies, they always bring up lack of service to the rural and remote listeners in the Far West and in the Deep South."

Citing exhibits covering duplicated station operation and mentioning particularly the situations of KOA, Denver, on which WHDH, Boston, now operates fulltime through a clear-channel breakdown, and of WJSV, Washington,. and KSTP, St. Paul, which operate on the same frequency, Mr. Spearman contended in effect that the areas served by these stations duplicated is greater than that which would be served if each station operated as a I-A.

The real reason from which the interest of NAI stems on the higher power I-A questions, Mr. Spearman said, is "the threat to their business which they are convinced would become an actuality if Class I-A stations should be authorized to operate with 500 kw. power or more, as the Clear Channel Group wishes to be permitted to operate."

Loss of Application Affects Spot, He Says

Duplicated stations, he said, regard 500 kw. operation as "a threat to their future commercial success". Mr. Spearman cited examples of what he thought would happen to stations other than Class I-A clear-channel stations if higher power were authorized. With the higher power, stations would serve nearby metropolitan areas, with the result that networks would be disposed to displace their regular outlets in those areas. He said this would be true in the case of WWL, New Orleans, a I-A station, which then would throw a very acceptable signal into Baton Rouge, La., where WJBO is the CBS affiliate. Similarly, if WSM, Nashville, procured 500,000 watts, WTJS, Jackson, would be faced wtih the same situation. The net result would be a decrease in the revenues of other stations, he declared.

Carrying forward his analogy, Mr. Spearman contended that if a station loses its network affiliation it also loses national spot advertising and would be worth only half as much for local advertising purposes. Stations which are deprived of network affiliations and, incidentally, of a large percentage of their national spot advertising patronage and which lose approximately half of their listening audiences "will necessarily be forced to reduce their rates for local advertising, and when this is done it will be impossible for stations in this unfortunate condition to continue rendering any real, worthwhile service * * *."

If 23 Class I-A clear-channel stations depicted on his exhibits were authorized to use 500 kw. power, Mr. Spearman contended, they would increase and multiply their signals by 3.16 times throughout their present areas. He held that these 23 stations are owned or controlled, either directly or indirectly, by only some 19 licensees and he said he could not bring himself to believe that this or any other Committee would "ever seriously consider handling such a powerful instrument or club to so few".

The conclusion must be that the operation of 500 kw. stations might add a small percentage to the whole percentage which can receive reliable radio service, but while doing so would have the direct tendency to "disrupt the present high class service which is being rendered to and received by the vast majority of listeners in this country".

Moreover, Mr. Spearman contended that regional and local stations render unique program service to their communities and adjacent areas which it is difficult if not impossible, for other classes of stations to duplicate. He insisted that a listener in Mobile, Ala., is not interested in a talk as to where a new high school building should be located in St. Louis. Regional and local stations are not only economically important to their environs, but they are "the cultural centers for these areas," he said.

If they should lose their audiences or any appreciable portion of their listeners, their value as an advertising medium would be proportionately reduced and their value to the communities in which they are located in cooperating with civic educational, cultural and economic forces and in furthering these interests will be "dealt a death blow".

WLW Farm Service Draws Commendation

In his conclusions, Mr. Spearman urged that Congress should include in any new act or amendment to existing law a specific limitation of 50 kw. as the maximum power with which any station could be permitted to operate. He continued: "This would accomplish two things: First, it would settle the argument about power and superpower, which, like Banquo's ghost will not down, and secondly, it would put the good faith of the Clear Channel Group to the test as those who were sincerely desirous of serving the rural and remote listeners could move and do so, and those who merely used the farmer and the other remote listeners as excuses in trying to secure authority to operate with more and more power could settle down to the business of serving their highly populous metropolitan areas, just as most of them do now."

Upon completion of his prepared statement, Mr. Spearman was cross-examined primarily by Rep. Brown (R-O.) and Rep. Simpson

AND STILL THEY ORDER BADGES

Industry Continues to Send Requests for Radio Lapel Pins Devised by WGAR

ORDERS by the score, ranging from 1 to 200, have been pouring into office of BROADCASTING, which is cooperating with WJR-WGAR in the distribution of the lapel pins first given out at the NAB Cleveland convention and emblematic of radio's contribution of its "brains, hearts, experiences and ingenuity" in the war effort.

The pins, carying the legend "Radio—In Service of Home and Nation," are being sold at 60 cents each, cost price, as a non-profit contribution to industry unity by WJR-WGAR and BROADCASTING [see advertisement on page 49]. Orders received by BROADCASTING are forwarded to WGAR in Cleveland and there will be filled as soon as enough are received to justify a re-order.

Among those submitting orders during the last week are:

WBT, WPTF, KCMO, WMEX, KOVC, WSTV, WROL, WAAF, KOMA, WHYN, WSKB, KQW, WELL, KLPM, KIUP, WCMI, WJAG, WDAS, WGTM, WNLC, CCKLW, Bulova Stations. A number of individuals and associations affiliated with radio also have requested pins. They include Bess O. Beeman, 'Texas Poet of Radio'; Mirandy, radio actress; John A. Leland, evangelist; Jack Rice public relations.

THE VOICE OF MISSISSIPPI

WJDX

5,000 D
1,000 N

JACKSON

N.B.C. RED

MISSISSIPPI CONTINUES SALES GAINS

Jackson retail sales are 3.3% above the national average.

Jackson sales volume for year ending July 31st is estimated at 24.3% above previous year.

Mississippi business gained 15% in May.

Invest your advertising dollars with WJDX—Dominant Radio Station in Mississippi.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON MISSISSIPPI

(R-Pa.) who disagreed with the conclusion that clear-channel service should be curtailed or eliminated, and by Rep. Halleck.

When Rep. Brown commented that the main theme of the NAI argument was that "we should break down broadcasting to practically local services," Mr. Spearman denied he had advocated this. Rather, he said he contended that if clear-channel stations were given greater power they would dominate local areas and "advertisers would naturally go to the clear-channel group".

The attorney agreed that many small stations were seeking increased power, but he contended that it was only because they wished to give better service to local areas. Asked by Rep. Brown how he could reconcile the fact that WLW, Cincinnati, had operated for a number of years on 500 kw., yet other stations in the area had not only maintained their advertising revenue but in most cases had increased it, Mr. Spearman said this was during a period when advertisers were just beginning to realize the potentialities of radio and so much advertising "flooded in" that other stations were bound to get some of it.

Sees Benefits in Clear Channel Service

The witness disagreed with Rep. Brown's contention that the newspaper analogy fits radio in that small newspapers in towns adjacent to large cities still get advertising because of lower space rates. The attorney argued that the effect of larger station competition was to take away listeners from the local station and render its advertising ineffective.

"I think the Commission has done the right thing in keeping clear channels," Rep. Brown said. He added he was not a "champion of WLW" but that he felt rural service supplied by such stations, and particularly the agricultural programs of WLW, "can't be laughed off". He said he knew listeners appreciated this rural service and that he was glad the Communications Commission is "seeing that they get it".

Queried by Rep. Halleck as to whether Congress or the FCC should fix the policy on power, Mr. Spearman first responded he thought somebody should do it, because the problem has been around so long. Mr. Spearman pointed out the FCC has fixed power at a maximum of 50,000 watts under existing rules, but that the Havana Treaty places no limit on power.

When Mr. Halleck alluded to the final recommendation made by the NAI counsel—that Congress should include in any new act a "specific limitation of 50 kw. as the maximum power"— Mr. Spearman referred again to the international treaty, pointing out that definite top powers were set for all classes of stations except I-A clear channel outlets.

Rep. Simpson asked how rural service could be improved if not through clear-channel stations and Mr. Spearman suggested that horizontal increases in power for smaller stations would be a step in that direction. Rep. Simpson observed, however, that in his area in Central Pennsylvania he received good reception from clear-channel stations and he felt listeners would be benefitted if power of such stations was increased.

Fly Discusses Bar Recommendation

Chairman Fly began his testimony prior to the noon recess Thursday with what was literally a "packed house". More observers were in attendance than at any time since the hearings began April 14. Several members of the FCC, a number of its legal and engineering staff, and other employes were scattered throughout the committee room.

At the outset Mr. Fly explained he had no prepared statement. He said he could not prepare a statement overnight but if the Committee desired, and sufficient time elapsed, he would have one ready. Mr. Fly identified himself as "chairman of the Defense Communications Board and of the FCC". He said he would not discuss matters relating to DCB per se, although some of his testimony would be closely related to it.

Mr. Fly said members of the Commission are ready at all times to appear before the Committee. He said he might like to have the opportunity "to reappear at a later date in order to get a review of the entire record".

Because the Committee might want to hear other members of the Commission and of its engineering and legal staff, Mr. Fly said all stood subject to call. He did not announce who would appear aside from himself, however.

In giving the Committee a bare outline of his testimony, Chairman Fly said he would first take up proposals of the Federal Communications Bar Assn. for amendment of the Act, those of the NAB next, and then the four topics under Section 7 of the Sanders Bill calling for Committee studies on the most controversial of the issues. He asserted he would prefer to have the Committee ask questions anytime members desired and "get them off their chests".

The bill, M. Fly said, might effect "pretty vital reorganization" of the Commission. Before he undertook to testify regarding the proposed changes, he said he thought the Committee should know what the Commission is doing. He described matters relating to regulation and licensing of broadcasting as "not very important in wartime". He referred to the freeze orders necessitated by shortages of critical materials and said that for the duration the FCC is not granting licenses for new broadcast stations.

"The general approach of the FCC since the war has started is not to undertake any new problems," the Chairman asserted. He said the Commission felt that broadcasting "ought to be held in the status quo" and stations "should dig in until the end of the war, put their shoulders to the wheel, and do the best they can with what they have today."

Says Main Job Is Policing of Ether

Mr. Fly did not get into the merits of the legislation at all druing his initial appearance Thursday. He first discussed the war activities undertaken by the FCC, which he said was at the request of the Army, Navy, FBI, WPB, and other war agencies with which it maintained "moment - to - moment contact".

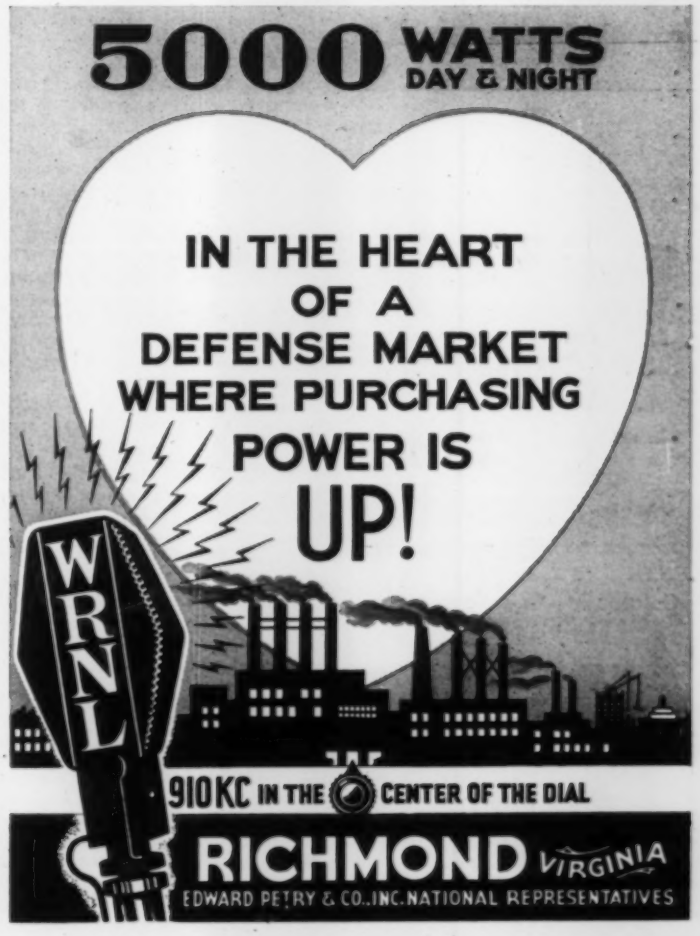
The Commission's most important wartime work is in policing of the ether, he declared. About half the Commission's personnel

Badges for Beauties

TO EACH of the girl contestants competing July 5-11 for the title of "Radio Queen of the South" in a pageant being directed by Jack Rice at Miami, one of the WJR-WGAR Radio Emblems being distributed by BROADCASTING will be presented. The girls will appear in a special performance for Army Air Force personnel now training at Miami Beach.

CHNS
Halifax, N. S.
Is located in the centre of the Radio Audience of the Province
Ask JOE WEED

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS


5000 WATTS
DAY & NIGHT
IN THE HEART OF A DEFENSE MARKET WHERE PURCHASING POWER IS UP!
WRNL
910 KC IN THE CENTER OF THE DIAL
RICHMOND VIRGINIA
EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

DRUGS!
CJOR Services More Drug Accounts Than All Other Local Stations* Combined.
*Three
CJOR
Vancouver—B. C.
Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)
600 KC 1000 Watts

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
J. O. MALAND, Manager
FREE & PETERS, Inc.
National Representatives

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

and almost half of its appropriation are devoted to this wartime work, with 100 monitoring stations maintained on the Continent to intercept intelligence and locate illicit transmitters. He presented a series of exhibits graphically depicting the work of monitoring stations in tracking down illicit transmitters and in intercepting foreign broadcasts and intelligence. Everything on the air is monitored except authorized domestic communications, he declared. He described it as a "tremendous physical job".

Mr. Fly told at length of how given stations were tracked down. He explained the job of the field service in locating "station DEBUNK", Nazi propaganda outlet in Germany which broadcasts in English and claims to be licensed by the FCC, and even used its phoney commercial announcements. He said that this station had announced a few days ago that the FCC "had just renewed its license".

"I suppose we have been accused of reaching out for jurisdiction," the Chairman said, "but that's reaching pretty far."

Jamming Not Attempted Because of Reprisals

Jamming of communications of belligerents is practically nonexistent, Mr. Fly said in response to Rep. South (D-Tex.), who had asked about retaliatory measures taken. This has not been done, he said, because of a tacit recognition that once it is started there would be reprisals and everything would be jammed.

As for the propaganda, Mr. Fly explained that the Foreign Broadcasting Monitoring Service of the FCC, an organization distinct from the technical policing work, is in essence a propaganda analysis unit. Broadcasts and intelligence picked up from abroad are translated, summarized and analyzed for other Governmental agencies. The FCC itself does not engage in propaganda and counter-propaganda, but gives this data to interested wartime agencies, and he presumed they handled the counter-propaganda.

Discussing the FCC's technical investigating job, Mr. Fly said that since the spring of 1940, 5,102 separate investigations have been undertaken at the request of the Army, Navy, FBI, and in some instances the State Department. He described the work done by the FCC in the Sebold German spy case in New York, declaring that the Commission's monitoring service ran down the station with its long-range direction finders.

Tells of Non-Broadcasting Activities of the FCC

Resuming the stand Friday for the entire two-hour session, Mr. Fly again covered only defense and war activities of the FCC-DCB operations and did not touch upon the issues embodied in the pending Sanders Bill. Flanking him were members of the FCC's legal and engineering staff. Three other commissioners were present, as during the previous day—Walker, Wakefield and Durr.

In resuming his testimony, Mr. Fly said that in view of the fact that the Sanders Bill proposes to effect a basic reorganization of the FCC, he had begun on the preceding day an outline of the work of the FCC. Then he commented that quite apart from this, the bill "is fostered only by a minor segment of the industry and two or three of the predominant interests in that minor segment."

Asserting he would proceed briefly on the work of the FCC, Mr. Fly consumed virtually all of the two-hour session in explaining aspects other than commercial broadcasting and dwelling largely upon monitoring, amateur and other noncommercial broadcasting operations. Many of his remarks were given "off the record" and the final 10 or 15 minutes of the hearing were in executive session so the Chairman could explain some of the confidential aspects of the Commission's war work.

Mr. Fly explained how the FCC's monitoring services had been instrumental in picking up distress signals, in effecting plane rescues, and in reporting ships under attack. Calling this highly important work, he said it is immediately communicated to the Army and the Navy.

Sees Little Promise In International Sponsorship

Discussing international shortwave broadcasting, Mr. Fly said there is "little advertising" over international stations and that it is regarded as "more in terms of irritation than anything else". Moreover, be held international broadcasting "has no great promise of commercial success". He alluded to the present operations as the greatest type of public service in the business and that it was in effect non-profit-making.

Responding to Chairman Lea, Mr. Fly said the FCC has encouraged this activity as much as it could, but he commented that Axis propaganda in South America is, in his opinion, much more effective.

By and large, the Chairman continued, the effect of international service "is very much overrated". He declared, however, he believed some people in Germany and other occupied countries will "risk their necks" to listen and that thereby some good is obtained.

Chairman Fly said the Army and Navy carry on "comparable operations" but did not elaborate on their service. Several times he asked to keep his remarks off the record.

Mr. Fly paid tribute to the radio operators of the merchant marine. He said most of them, despite charges of radical leanings, are thoroughly loyal and highly competent, and that they must have "a lot of guts" to go out in convoys which are vulnerable to attack.

Air raid defense work carried on by DCB and FCC, in collaboration with the Army, likewise was outlined by the Chairman. He pointed out that the Army has felt that it is unsafe to leave stations in operation, particularly clear channel stations, because of the possibility that enemy planes would use them as "homing" beacons. This is true when an area is vulnerable to attack, he said, and stations on the West Coast have been silenced several times for that reason.

Refers to Acute Shortage of Labor

Chairman Fly then entered a discourse on how the DCB functions, including the work of its advisory committees, both Government and industry. He commended these committees for their complete cooperation. Asked by Rep. Brown whether due recognition was given the voluntary work, Mr. Fly said he seized upon every opportunity to make such commendatory comment and that was the reason he was "doing it now".

Amateur radio operations and why they were closed down then were covered by the Chairman. He explained amateur stations are permitted on the air only through special permission since the outbreak of the war.

Talking about the coordination of DCB-FCC work, Mr. Fly said it is essential that the "sun never set on American communications". It is a job on which "we must keep driving", he said, not merely as an ideal but as a practical objective.

Work of the FCC in connection with the rationing of communications equipment and of maintaining supplies then was covered. The chairman also talked about the acute labor supply problem. Radio is a skilled industry, he said. There is greater demand for technical personnel in wartime than ever, he said, yet the manufacturing and communications industries have suffered severe losses to the military services.

When Mr. Fly mentioned the recent FCC action in ordering registration of all transmitters not in use, Rep. Bulwinkle inquired whether the FCC had sufficient authority under existing law to do this. After consulting with General Counsel Telford Taylor, Mr. Fly said that the authority was under Section 606, which gives the President special powers in wartime, and which powers the Chief Executive has delegated to DCB.

When Mr. Bulwinkle asked whether Congress should not amend the law to require all such registrations, Mr. Fly responded affirmatively. He said it was desirable to know where every transmitter is and its condition. Chairman Fly said he saw no objection to such an amendment and that he believed his staff already had drafted one. He estimated, roughly, that there are probably 100,000 transmitters of all types licensed by the FCC, but this did not include the number in the hands of manufacturers or otherwise not in use.

Control of WHIP By Clarke Granted

FCC Approves Acquisition Of Additional Holdings

APPROVAL to the acquisition of control of WHIP, Hammond, Ind., by John W. Clarke, minority stockholder, was given June 9 by the FCC, which granted a petition of WHIP for reconsideration and grant of the application.

Previously, the deal in which Dr. George F. Courrier was to sell the necessary stock to Mr. Clarke had been designated for a future hearing. However, when WHIP attorneys submitted its petition showing affidavits of Mr. Clarke to the effect that he would not allow any outside interests to affect or influence his control of WHIP and also showing that no newspaper control was involved.

Acquires Majority

Under the deal, Mr. Clarke obtains 200 shares at $5 per share of Dr. Courrier's 1,020 shares of stock, raising his holding to 1,020 shares, or 51%, and reducing Dr. Courrier's interests to 820 shares, or 41%. Mr. Clarke, a Chicago investment broker, first bought into the station last Jan. 31, acquiring 300 shares or 15%. At that same time Marshall Field 3d, a close personal friend of Mr. Clarke as well as owner of the *Chicago Sun* and the New York newspaper *PM*, also purchased his interest in WHIP.

Later, on May 5, in a then unreported transaction Mr. Clarke acquired an additional 520 shares from Mr. Field at $5 per share. It is to this total of 820 shares that Mr. Clarke adds the 200, giving him 1,020 of the 2,000 shares, or 51%. In addition Dr. Courrier has given Clarke an option to buy his remaining 41% at $50 per share. Stock balance is held in 4% blocks by Mr. Field and Doris Keane, who recently retired from active management of the station.

In its memorandum opinion and order announced last Friday by the FCC in connection wth the grant, the Commission announcement explained:

"On June 2, 1942, the Commission considered this application and designated the same for hearing. At that time it appeared that Marshall Field, the owner of newspapers in Chicago and New York, had purchased debenture bonds of the licensee corporation in the principal sum of $75,000, and that an additional $75,000 in debenture bonds would be sold, probably to the same individual; and that there appeared to be some question as to whether or not the proposed transfer of control involved the acquisition of interests in a broadcast station by one holding interests in newspapers.

"In connection with the petition for reconsideration and grant of the application, it is shown that Mr. Clarke, the transferee, has agreed to purchase the additional $75,000 of the licensee's bonds and has stated in his affidavit that he will assume and retain actual control of the station in the event the instant application is granted.

Based upon the representations and assurances of the transferee, the Commission finds that the proposal does not involve the acquisition of broadcast station interests by one associated with newspapers, and that its present policy of placing applications of that type in the pending files until the determination of the issues involved in the proceedings under Order 79 is not applicable in this instance. The licensee corporation is in a grave financial condition and the contemplated transfer will place it in a much sounder position financially, thereby giving assurance of improved quality of broadcast service to the public. Accordingly, the Commission finds that public interest will be served by the granting of the instant application, subject to the condition hereafter set forth."

Election of new officers for WHIP was held at a stockholders meeting last Thursday in Chicago with Mr. Clarke being named president and treasurer; William R. Cline, vice-president and general manager; Mary A. Clarke, wife of Mr. Clarke, secretary; Charlotte E. Barr, assistant secretary and secretary to Mr. Clarke.

Main offices of the Hammond-Calumet Broadcasting Corp. are being set up in Chicago and construction work on a new five-tower directional antenna array has been completed. The station which operated with 5,000 watts on 1520 kc. now shifts from daytime operation to a 22-hour daily schedule.

Dimple Tie Series

DIMPLE TIE Corp., New York, as a special promotion campaign for its "Drapestitch" neckties for Father's Day gifts, has signed for three participations on Adelaide Hawley's *Woman's Page of the Air* on WABC, New York. Announcements will be heard June 15, 17 and 19 prior to the celebration on June 21 of Father's Day. Agency is Morton Freund Adv. Agency, New York.

CHARLES MICHELSON Radio Transcriptions, New York, has been appointed distributor for *A Toast To America's Allies*, new five-minute transcription series produced in Hollywood by Emil Brisacher & Associates.

BOUND TO CLEAN

Broom Wielders Undaunted by Studio Routine

CARL JAMPEL, announcer of WFDF, Flint, Mich., was harshly impressed with the reality of men bent on missions, not long ago.

While on the air, two cleaning men appeared in the studio and started to empty waste baskets, wield mops and push vacuum cleaners. Gentle explanations unavailing, Mr. Jampel had to throw them out. But they returned with the promise "to make nice and clean for you."

Unconcerned, they resumed their mopping up operations and Jampel watched them dust turntables which were on the air. Their mission complete, they retreated with the satisfied salute, "Make nice and clean for you!"

News Package

COUNTER - CLAIMS have resulted from the picture caption describing a new contract signed by the John Gerber Co., Memphis department store, with WMPS, which was believed to establish a record with 42 package newscasts per week [BROADCASTING, June 8]. Word comes from WCBS, Springfield, Ill., that it sold package news to the W. H. Roland department store calling for 60 periods each week.

Two Reduce Hookups

FOR THE summer season only, two NBC programs will have decreased networks, effective the week of July 13. Lewis-Howe Medicine Co., St. Louis, will take 37 stations from the total of 97 now carrying the Tums show *Horace Heidt's Treasure Chest*, heard Tuesdays 8:30-9 p.m., and S. C. Johnson & Son, Racine (floor wax), will drop 36 of the 120 NBC stations broadcasting *Fibber McGee & Molly*, Tuesday evenings at 9:30 p.m. The latter show is being replaced for the summer by Meredith Willson's orchestra, as of June 30. Tum's agency is Stack-Goble Adv. Agency, New York, and Needham, Louis & Brorby, Chicago, handles the Johnson account.

Planters on WLW

PLANTERS NUT & CHOCOLATE Co., Wilkes Barre (peanuts), has started a quarter-hour early morning variety program three times a week on WLW, Cincinnati, featuring Minabell Abbott and Ronny Mansfield. Agency is Goodkind, Joice & Morgan, Chicago.

Wardens Taught By Video

TELEVISION is now being used to instruct air raid wardens in Schenectady County, N. Y. Programs are received by television receivers loaned to county officials by General Electric Co. All such programs are originated at WNBT, New York NBC television station, and relayed through a GE station located in the Helderberg Mts. near Schenectady and rebroadcast by WRGB.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

CONNECT IN CONNECTICUT

Use WDRC in Hartford to sell more than a million people in WDRC's Primary Area — Connecticut's 1st Market! Write Wm. Malo, Commercial Manager, for the facts and figures. Basic CBS for Connecticut.

PHONE 3-2101

WIBX "The Voice of the Mohawk Valley"

Incorporated

COLUMBIA BROADCASTING SYSTEM AFFILIATE

UTICA, NEW YORK

STUDIOS AND OFFICES: FIRST NAT'L BANK BLDG. 187 GENESEE STREET

May 19, 1942

Mr. Seymour Berkson, Managing Editor
International News Service
235 East 45th Street
New York City

My dear Mr. Berkson:

You may be interested to know that WIBX won the first award at the National Association of Broadcasting Convention for the local station best educating its audience on the war efforts.

Our "MacArthur, the Magnificent" series formed the background of our exhibit. We are very proud of our award, and I want to thank you personally and INS for the cooperation that made our first award possible.

Yours very truly,

Bern Keating

Bern Keating
Publicity Director

BK:EW

Action of Stockholders Against RCA Is Settled

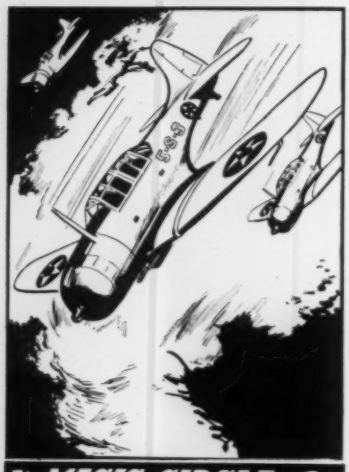
FINAL settlement of all pending suits by RCA stockholders against RCA, General Electric Co. and Westinghouse Electric & Mfg. Co. was effected June 10 in New York Supreme Court when Justice Aaron J. Levy upheld a report by Referee Abraham J. Halprin approving a $1,000,000 settlement offer made last August by G-E and Westinghouse [BROADCASTING, Oct. 13, 1941].

Halprin, appointed referee by the court to determine the fairness of the offer, stated in his 272-page report that he considered the group of some 30 RCA stockholders, who are the plaintiffs, would not be successful in prosecuting the suit for $250,000,000 covering alleged illegal transfer of RCA stock to G-E and Westinghouse for certain patent rights. He declared the settlement offer "to be fair and should be accepted."

Double Time

ATTEMPTING to match the title of the current song hit, "Breathless", Carl Brose and Jim Robertson, of WMAM, Marinette, Wis., played a Shep Fields recording of the tune at more than twice the normal speed of 33 r. p. m. The result was that mail was forthcoming from listeners wanting more of the novelty acceleration.

IT'S A WBIG JOB



74th MAGIC CIRCLE

WBIG has consistently served the men in the armed forces, as well as the civilian population in the richest and most populous area in all the southeast, with the best in radio.
Columbia Broadcasting System

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY CO., NAT. REP.

A UTILITY TELLS ITS STORY

Spokane Power Firm Entertains and Teaches In Its Reddy Kilowatt Series

By HARVEY A. BRASSARD
Syverson-Kelley, Advertising
Spokane, Wash.

AN ENTERTAINING as well as constructive method of presenting the advertising message of the utility company is demonstrated by the Washington Water Power Co.'s present radio vehicle, the *Reddy Kilowatt Kitchen Kwiz*. The program, broadcast to a wide Inland Empire audience, has made rapid progress during the time—almost a year—that it has been on the air.

The *Reddy Kilowatt Kitchen Kwiz* originated as a 15-minute weekly program designed to present a composite of cookery and homemaking ideas for the information and entertainment of women listeners. As a result of three successive and successful series, Washington Water Power Co. has seen fit to expand the *Kwiz* to a regular half-hour weekly broadcast.

Household Topics

The program incorporates questions not only concerning cookery and homemaking, but also other topics of interest to the housewife. There is information about the national nutrition program, other special features and always a generous amount of lively organ music interspersed here and there in the program.

The *Reddy Kilowatt Kitchen Kwiz* is aired each Thursday afternoon from the auditorium of KFPY, Spokane, where a representative studio audience has a chance to participate for prizes when the contestants fail to answer their questions. A 15-minute organ concert in the studio preceding the broadcast helps get everyone into the spirit of the festivities which are conducted by the genial "Reddy Kilowatt Chef", George McGowan of the KFPY announcing staff.

Contestants for each program are a group of four ladies representing various women's organizations and clubs in Spokane. Prizes for the competition consist of electric appliances and money, which the winners usually donate to club activities. Also, prizes are awarded each week for the best household and cookery ideas submitted by users of Washington Water Power electric service.

Often surprising answers come from the contestants; so the judge on hand for the broadcasts is Lucile Ramirez, home service director of the Washington Water Power Co. From time to time, when Mrs. Ramirez is unable to attend, her assistants from the expertly-trained group of home service advisers take her place.

Ron Rule, member of the KFPY staff is the new announcer for the show, having recently replaced Homer Mason who left to join the armed forces. Writer-producer of the *Reddy Kilowatt Kitchen Kwiz* is Helen Alexieve of Syverson-Kelley Inc., advertising representatives for the Washington Water Power Co.

From all present indications, including studio attendance and mail response, the *Reddy Kilowatt Kitchen Kwiz* is reaching successfully a large and enthusiastic Inland Empire radio audience.

New Oscillograph

AND ITS LAST meeting of the spring in New York, the Radio Club of America heard a paper on a 20-inch cathode-ray oscillograph by Dr. Thomas T. Goldsmith Jr., director of research of the Allen B. DuMont Labs. This new oscillograph was developed by the DuMont organization for use in the classroom and lecture hall.

Music Index Resumed

THE WEEKLY Audience Coverage Index reports, which incorporate a national survey of popular music broadcast on the networks, have been resumed, according to Dr. John G. Peatman, director of the Office of Research, Radio Division, which issues the reports. Available on a subscription basis, the new reports have been extended to include performances of the 50 most popular songs presented weekly on the four major networks in Chicago and Los Angeles as well as in New York.

To Marys and Jims

SHOUT FOR MARY in the studios of WCCO, Minneapolis, and six of the 20 women there may answer you. Latest Mary is a variation—Maryella Smith, station's second feminine control technician whose colleague is Mary Ellen Trottner. Sticking to the field of common nomenclature, three out of the four page boys at the station are named Jim. Latest Jim has last name of Stocco and he replaces Lucky Somers. Lucky may have felt himself being squeezed out.

AGENCIES SOUGHT FOR FEDERAL WORK

RECOGNIZED advertising agencies last week were asked to volunteer their services as a unit or the services of individuals within the companies for work on Government war-aid advertising in cooperation with the Advertising Council. The call was sent out to agencies by Frederic R. Gamble, managing director of the American Assn. of Advertising Agencies.

An agency volunteering its services is not committeed to undertake any job it may be asked to handle. Selection of agencies for a particular job will be made by Government departments concerned, and not by the 4 A's, the notice states. Planning and creative services are primarily needed.

"Whenever a creative job is to be run," the notice continues, "it is the settled policy of the Advertising Council to call on the advertisers underwriting it to select an agency to place it. If this should be a different agency from the one which did the planning and creative work, the placing agency would be expected to compensate the agency which did the creative work." Enlarging further on the question of compensation to an agency volunteering to plan a job, Mr. Gamble explains that the agency can expect "in all cases to recover cash outlays for materials or services purchased outside the agency, if authorized by the Government department. Whether there will be any compensation beyond the cash outlay will depend on the character of the individual job, whether it proceeds to placing, by whom paid for if paid, etc."

Among the types of work listed for volunteering agencies to check are radio script and radio spot preparation.

KDB License to Don Lee

LICENSE transfer of KDB, Santa Barbara, to Don Lee Broadcasting System, Hollywood, has been completed by Lewis Allen Weiss, vice-president and general manager of that network. Legal transaction brings network ownership to four stations in California, others being KHJ, Los Angeles; KFRC, San Francisco and KGB, San Diego. D. J. Donnelly continues as manager of KDB. Station, formerly licensed to Santa Barbara Broadcasters Ltd., was at one time personally owned by the late Don Lee. Upon his death some years ago it reverted to the Don Lee Estate, operating as an affiliate of the Don Lee network of 33 Pacific Coast stations.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

Studio Notes

T. LLOYD YODER, manager of KOA, Denver, now serving as Navy public relations officer for Colorado, inducted the Navy contingent in the mass Navy and Marine Corps inductions June 7 in Denver. Yeoman Starr Yelland, former KOA announcer, served as m.c. of the program. KOA, KFEL, KVOD and KMYR all carried the proceedings.

WIP, Philadelphia, is working out a plan calling for a 24-hour daily guard of its studios and transmitter site, adding $10,000 to the station's annual payroll. Under the proposed plan, admission to the studios will be by pass only.

WCCO, Minneapolis, aired the *Victory Parade* June 4 to bring women information on what they can do to aid the war effort. Program, which will be broadcast once monthly, consists of two portions: the first a dramatization of the work of a typical victory aid worker; the second consisting of interviews with women representing eight different women's organizations active in the State. The station has also helped organize a speakers bureau to promote the campaign and has prepared a sample script available to stations throughout the State.

WRBL, Columbus, Ga., has created a War Efforts Programs Department, headed by Jack Gibney, special events director. Another new department, Soldier and Civilian Morale is headed by Johnny Clarke, formerly with the station and now returned after 15 months service with the Columbus Defense Service Council where he acted as production manager for servicemen shows. The station has planned for camp shows and has added *Cheers from the Camps*, new CBS show.

WCMI, Ashland, Ky., is cooperating with the Treasury by giving away War Stamps on the *Victory Quiz*, conducted at the Ashland Theatre. Roving announcers pick up audience answers. Included in the show's cast are Paul Clark, Pauling Hayes, Quizmaster Alan Wymer, Essie Topmiller, Muriel Chatham and Denny Warnock. Clarence Weaver, chief engineer, and John Hunt handle the remote pickup.

WPAY, Portsmouth, O., disputes the claim of WMRN, Marion O. [BROADCASTING June 8] which disputes the claim of WBML, Macon, Ga. [BROADCASTING, May 25] that it was the first station to broadcast naturalization ceremonies from a court room. WPAY claims it did on April 28, 1939, which antedates the other claims.

THE Victory Caravan of KMBC, Kansas City, touring Missouri and Kansas has amassed more than a third of its goal of a "Hundred Grand for Uncle Sam". In the party are Phil Evans, farm service director, and John Cameron Swayze, news announcer.

HOURLY news bulletins presented by the *New York Times* on WMCA, New York, have been mentioned in the *Yearbook* of the Encyclopedia Britannica as one of the significant developments in news for the year 1941.

RECOGNIZING the morale-building quality of a radio script broadcast by WTAG, Worcester, the *Sunday Telegram* on June 7 published *Picture of America* in its entirety. Written by Hal Lorentz, station war service coordinator, the program depicted the growth of America as illustrated in the wars the nation has fought from the revolutionary period to the present time.

BBC LINE with a new policy to make more pickups of BBC programs, WNEW, New York, starts a weekly quarter-hour commentary period from London via shortwave, featuring Fredrick Kuh and Vernon Bartlett, British correspondents, on alternate weeks.

TRIPLE-SPOON man was Cliff Anderson, BLUE Western division sales traffic manager and birthday celebrant, when BLUE Hollywood personnel recently staged an impromptu party in his honor. Ice-cream imbibers (l to r) are: Vic Perrin, announcer; Betty O'Neill, program department assistant; Cliff Anderson; Helen Wendt, program department assistant; Dresser Dahlstead, chief announcer.

MUNICIPAL opera stars are participating in *St. Louis Serenade*, fed to NBC by KSD, St. Louis, and in addition take part in the local version of the series exclusively on KSD. Musical hits from operas and weekly opera previews also are heard on KSD.

WTRY, Troy, N. Y., is investing 10% of its net income in War Bonds, retroactive to Jan. 1. The station also has an employe payroll deduction plan operating 100% since Jan. 1.

KSTP, St. Paul, reports 100 proficient radio code operators will be turned out within the next five weeks following its inauguration of an operator-instruction plan in conjunction with the St. Paul Radio Club. The station reports that out of 200 students who are taught in its studios, 80 have shown exceptional talent and will be given special advanced courses.

HONOR ROLL of servicemen from NBC Chicago totals 34 with the addition last week of Richard H. Sandberg, messenger, to the Marine Corps; Alan Carver, messenger, bandsman in the Army Air Force, Wendover Field, Salt Lake City; Alvin G. Walser of the sales promotion department, Army.

WWRL, New York, has signed a three-year contract for the news service of AP, according to William H. Reuman, station manager. WWRL continues to use INS news.

STAFFS of KFBI and KANS, both of Wichita, have joined the IBEW with the Wichita chapter bearing the number 1313. Each station has signed its own working agreement with the local.

WGN, Chicago, during May, had 324 1/3 hours commercially sponsored, representing 48.8% of the total time, and increase of 2.3% over April. Of the commercially sponsored time, 38 hours were network, 286 1/3 local, according to W. A. McGuineas, sales manager.

KMA, Shenandoah, Ia., originated for a regional Iowa network the recent graduation ceremonies for 9,000 rural schools. Earl E. May, president of May Broadcasting Co., presented a 14-inch silver trophy to the valedictorian, Miss Mary Lillie of Menlo, and her school. Iowa's Governor Wilson and other State officials participated.

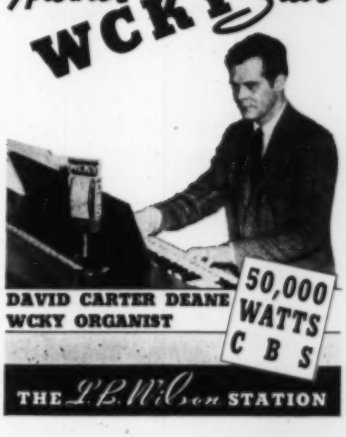
PROMOTING the Army Emergency Relief Fund on a state-wide basis throughout New Jersey, the public relations office at Ft. Monmouth transcribed a 15-minute program which is being played by WCAP, Asbury Park; WAAT, Jersey City; WPAT, Paterson; WTTM, Trenton.

DURING the Rose Festival week of Portland, Ore., KEX will play host to Tom Breneman's *Breakfast at Sardi's*. The popular BLUE breakfast program usually originates from Sardi's in Hollywood but for the festival week will emanate from Hilaire's Restaurant in the Rose City.

WCKY, Cincinnati, on June 7 broadcast a 15-minute program in connection with the ceremonies marking the sixth month since the bombing of Pearl Harbor. The program, handled by Jerry Belcher, opened with interviews of Navy officers. This was followed by mass swearing in of men who had enlisted in the Navy just previous to the June 7 ceremonies. Engineering equipment for the broadcast was housed in WCKY's studio plane, deluxe mobile unit which was used during the day as a recruiting office.

AFTER four broadcasts over CBS western stations, the weekly half-hour community sing, *United We Sing*, on May 26 became a coast-to-coast feature for men in the armed forces. With Art Baker as m.c. and song leader, the program also includes Kirby Grant, baritone, and the Four Americans, vocal quartet. Wilbur Hatch conducts the 18-piece orchestra. Dick Joy announces. Sterling Tracy is producer. With words to old and new songs flashed on a screen, the audience gathers in the studio 45 minutes before broadcast time to undergo rehearsal.

WRVA, Richmond, Va., now has a roll of honor plaque at the studio entrance which bears the names of 12 staff members who are in military service.



HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Use the station that consistently produces for the most advertisers. WFBL carries 35.6% more sponsored time than any other Syracuse station. Join the more than 100 advertisers who know how to get the most out of their Central New York radio dollar. Use . . . .

WFBL
SYRACUSE, N. Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc. *Exclusive National Representatives*

Censor Problems Explained by Carr

New York Meeting Goes Into Wartime News Handling

TO CLARIFY certain points of the code of wartime practices which have confused broadcasters and news service men an outline of specific points which have arisen as well as a general discussion of censorship took place Wednesday in New York with Eugene Carr, assistant radio director of the Office of Censorship, officiating.

Some 30 representatives of news services including AP, UP, INS, commentators of the BLUE and NBC, and members of the public relations divisions of the Army and Navy, attended the meeting in Studio 6B in Radio City, at the invitation of G. W. Johnstone, BLUE director of news and special events.

The entire philosophy of American censorship is based on three points, Mr. Carr said, mainly that it should be "voluntary", "sensible". and not of the "gag" type. He explained that the censorship office wishes to keep the people informed, giving them all news not of value to the enemy.

Specifically naming points which have needed clarification when interpreting the censorship code, Mr. Carr stated the "appropriate authority is any official spokesman for one of the Government departments charged with winning the war or any Government department responsible for creating news of a special event."

Further elaborating on the confusing points of the code, Mr. Carr gave specific examples of how news pertaining to weather had to be censored, and how "personal opinion, speculation and prediction" should be "based on generally known facts" rather than on opinions gathered from some "leak" from an official source. Mr. Carr closed his talk with a general "question-and-answer" session.

Retention by ASCAP of Music Rights Claimed by Composers in Reply to Suit

THE SAME argument that rights vested in ASCAP continue that way from then on, regardless of termination of contract or withdrawal from membership, advanced by the Society in its answer to the suit of BMI and Edward B. Marks Music Corp. [BROADCASTING, June 8], is set forth in the answer to suit of Bud Green, Jesse Greer, J. Rosamond Johnson, Lew Pollack and Tot Seymour, writers of the three songs published by Marks on which the suit is based.

Plaintiffs ask for no damages in the suit, but request that the New York Supreme Court determine the ownership of rights in the songs which were written by the defendants, all members of ASCAP, and published by Marks, who withdrew from ASCAP at the end of 1940 and who has since transferred to BMI the right to license for public performance the music in his catalogs including *You Fit Into the Picture*, by Green and Greer, *Bluer Than Blue*, by Pollack and Seymour, and *Mississippi River* by Johnson and Frank Abbott. Abbott is not an ASCAP member and not a defendant in the suit, which is regarded as a test case to determine whether licensing rights belong to the authors and composers or to the publishers.

Follows ASCAP Brief

The answer of the writers, filed by Hays, St. John, Abramson & Schulman, counsel for the Songwriters Protective Assn. handling the defense of these individual defendants, follows in almost identical language ASCAP's argument that when the owner of any rights in a musical composition joined ASCAP, "ASCAP acquired the right of public performance therein" and that the "formal instruments" of assignment required from time to time were "merely confirmatory of the right theretofore vested in ASCAP".

Pointing out that Marks was a member of ASCAP until about January 1941 and that the five defendants are still members, the answer of these writers states that "under the Articles of Association of ASCAP and by virtue of the aforesaid membership in ASCAP of Marks and of the individual defendants . . . and by reason of the aforesaid confirmatory agreements, the right to grant licenses to others in respect of the rights of public performances for profit in and to the compositions *You Fit Into the Picture*, *Bluer Than Blue* and *Mississippi River* at all times mentioned in the complaint was and continues to be vested in ASCAP."

The answer goes on to state that when the writers of these songs made their agreements with Marks, the latter had "full knowledge that the right of public performance had been vested in ASCAP of which said defendants were members and that in accordance with the well established and well understood general custom and usage, licenses therefore would be issued and would continue during the term of the copyright to be issued only with the concurrence of the individual defendants or of their duly chosen representatives in ASCAP and that the monies derived from said licenses would be distributed one-half to the writer-members and that the individual dependents would share therein."

Breach of Contract Claimed

The answer continues that Marks, knowing that BMI was organized by broadcasters to reduce their license fees and to "reduce the revenue derived by the individual defendants and other members of ASCAP," and BMI "conspired to make use of the individual defendants' compositions for their own use and benefit and to the detriment of said individual defendants and of the members of ASCAP similarly situated."

Part of this conspiracy, it is charged, was for Marks to refuse "to execute further agreements confirmatory of the vesting of the right of public performance in said compositions in ASCAP" and claim such right for himself the exclusion of the individual fendants and of ASCAP".

Since these acts constitute breach of contract between Ma and the individual defendants answer states then the latter "he by elect to rescind the said c tracts and demand the return them respectively of all right, t and interest in and to the s musical compositions." The writ also enter two of the defenses cluded in the ASCAP answer: Fi that since the matter of controver arises from the Copyright Law the United States the case can tried only by a Federal Court plea already presented by ASC and denied by the New York S preme Court and its Appellate vision), and second that by rea of the "inequitable and unfair a and conduct" of Marks and B they "come into equity with clean hands and are not entitled any relief in this court."

Case is expected to be placed the court calendar for October, opening of the fall session.

NAB SALES GROUP HEADED BY OUTLER

APPOINTMENT of John M. Outler Jr., commercial manager of WSB, Atlanta, as chairman of the sales managers executive committee of the NAB, was announced June 11 by Neville Miller. As chairman, he succeeds Eugene Carr, now in the Office of Censorship.

Mr. Outler

Besides serving on the executive committee last year, Outler also was sales manager chairman of the Fifth District for two years. One of his first assignments as chairman of the committee will be to address the AFA convention in New York June 24 at a radio meeting sponsored by the NAB.

Before joining WSB in 1931, Outler was associated with the *Atlanta Journal* as automobile editor and manager of the rotagravure advertising department. Graduating from Emory U in 1914, he joined the staff of the *Augusta Journal* as an ad solicitor and served in the Army from 1917 to 1919.

Transmitter's Voice

THE SHRIEK of a high voltage transmitter while discharging was one of the sound effects listeners heard during the recent opening of the new 50 kw transmitter of WWVA, Wheeling. Following an interview between Glenn Boundy, chief engineer and George Skinner, announcer, a panel door was opened to release the transmitter's sound. When a safety lock immediately cut the transmitter off the air, listeners were given an explanation of the mechanism involved.

WCHS
CHARLESTON
W. VA.
5,000
ON 580
CBS

The only station of regional or greater power offering complete radio coverage of the rich Appalachian Area . . . and at one low cost.

1000 WATT · 910 KC · BLUE NET

WJHL
Johnson City, Tenn.

SPOT SALES, Inc.
Representatives

W. Hanes Lancaster
Manager

Government Action On ASCAP Seen

Miller Urges Speedy Handling By Department of Justice

ACTION by the Dept. of Justice on complaints against ASCAP alleging violation of its copyright consent decree was expected this week, following receipt of renewed protests from the broadcasting industry through NAB President Neville Miller.

The complaints were levelled against performance licensing procedure, with ASCAP taking the position that its members cannot gratuitously license broadcasting or performance of their compositions. The matter was the subject of a conference in Washington May 5 between attorneys of the Department's anti-trust division and representatives of ASCAP [BROADCASTING, June 1]. Following this, Herman Finklestein, ASCAP attorney, submitted to the Department a memorandum outlining the society's position.

Miller Urges Haste

It was learned last week that NAB President Miller had advised Assistant Attorney General Thurman Arnold that expeditious action, possibly looking toward reopening the consent decree, is desirable since the ASCAP complaint committee on June 17 proposes to hold a hearing on the whole matter of gratuitous performances. Greene and Revel, ASCAP writers who have licensed radio for free performance, are then scheduled to appear.

The Department promptly advised NAB that it proposed to take action shortly. It is presumed action has been delayed because of the absence from Washington of Holmes Baldridge, chief, litigation section of the anti-trust division, who has been making an inspection tour. He was scheduled to return June 15. Victor O. Waters, special assistant to the Attorney General in charge of copyright, music and related matters, now is headquartering in New Orleans as chief of the Southern States Branch of the anti-trust division.

The Department in its original letter to ASCAP contended that gratuitous licensing of performance rights by ASCAP writers is specifically provided for under the consent decree. ASCAP, on the other hand, held that under its contracts with its writers, licenses cannot be issued direct or through competitive organizations.

There has been some speculation as to whether litigation might not ensue as a result of the controversy, particularly if its complaint committee adheres to the interpretation of the decree given by ASCAP executives. Whether the Dept. of Justice itself or Broadcast Music Inc., as an ASCAP competitor, would bring this action, or whether they would do it jointly, is conjectural.

ENGRAVED in silver, the war bond commercial used on the 200,000th broadcast of the *Esso Reporter* news program on June 11, brings admiring glances from the executives responsible for the seven-year success of the programs, now on 34 stations [BROADCASTING, June 8]. H. C. Marschalk, president of Marschalk & Pratt, New York, agency in charge, shows the silver plaque to (l to r) D. J. O'Brien, in charge of radio for the sponsor, Esso Marketers; Vince Callahan, director of the Treasury's War Savings Staff; G. W. Freeman, secretary of Marschalk & Pratt, and J. A. Miller, advertising manager of Standard Oil Co. of New Jersey, one of the Esso Marketers member companies.

Shortwave Delay

(*Continued from page 11*)

tional setup of the existing privately-owned shortwave plants, which are due to be compensated for time used by the Donovan and Rockefeller committees and to be reimbursed for operating and depreciation costs. They would also determine where additional stations shall be installed, how equipment shall be obtained and how the station should be operated.

Already the Donovan Committee has men in French Equatorial Africa aiding the Free French in the installation of a powerful station designed to shoot propaganda into the Far East, including India.

Rockefeller Budget

The Donovan Committee concentrates its efforts outside the Western Hemisphere, except that Alaska probably comes within its purview. The Rockefeller Committee concentrates on Latin America, utilizing shortwaves and transcriptions which are placed locally on stations through Central and South America. This committee last week had its budget of $28,038,000 submitted to the House by President Roosevelt, and it is expected to pass without opposition. Much of this money is destined to be spent on radio.

Because the Donovan Committee lacks expert radio staffmen, its work has been a considerable puzzle. Its staff have been pledged to utmost secrecy, but that did not prevent the story leaking out that four members had been discharged recently after a Civil Service probe which is alleged to have disclosed communist backgrounds. Newspapermen representing press associations, dailies and trade press have consistently been brushed off by the Donovan chieftains in their efforts to obtain facts about their operations, leading to all sorts of speculative stories.

Director Sought

It is understood President Roosevelt is still looking for a man, preferably with newspaper background, to assume the directorship of information—a post wich, like that of Minister of Information in London, would have virtually cabinet status. Many names have been mentioned, including those of Byron Price, present director of censorship; Elmer Davis, radio commentator; Mark Ethridge, general manager of the *Louisville Courier-Journal* and former NAB president; Palmer Hoyt, publisher of the *Portland Oregonian;* Charles Merz, of the *New York Times;* Archibald MacLeish, present director of the Office of Facts and Figures; Lowell Mellett, director of the Office of Government Reports. But no decision has yet been reached, except that it was learned on reliable authority that Mr. Roosevelt has rejected the proposed appointment of Mr. Price on the grounds that he is doing too good a job in his present post.

COMMERCE PLANS ADVERTISING STUDY

CURRENT advertising trends in radio and other media will be studied by the Dept. of Commerce which for the first time has set up a staff for that purpose. Florence Dart, former secretary and treasurer of the Simpers Co., New York, and former president of the Philadelphia Club of Advertising Women and of the Women's Advertising Clubs of the World, has been appointed an industry specialist to direct this work.

According to a report from Carroll L. Wilson, director of the Bureau of Foreign & Domestic Commerce of the Department of Commerce, the primary purpose of the new organization "is to be of assistance to Government, industry, advertisers, advertising agencies and all advertising groups by studying current advertising trends and advertising problems; and the securing of current statistical, technical and other research data."

It was said at the Department that separate studies will be conducted into radio and other media with a.. advertising branches under the direction of Miss Dart. Field work will be conducted through contact and later through the Department's field offices located throughout the country.

The Department emphasized that the information it will gather will be available to anyone interested in advertising. It was also said that suggestions on this work will be accepted.

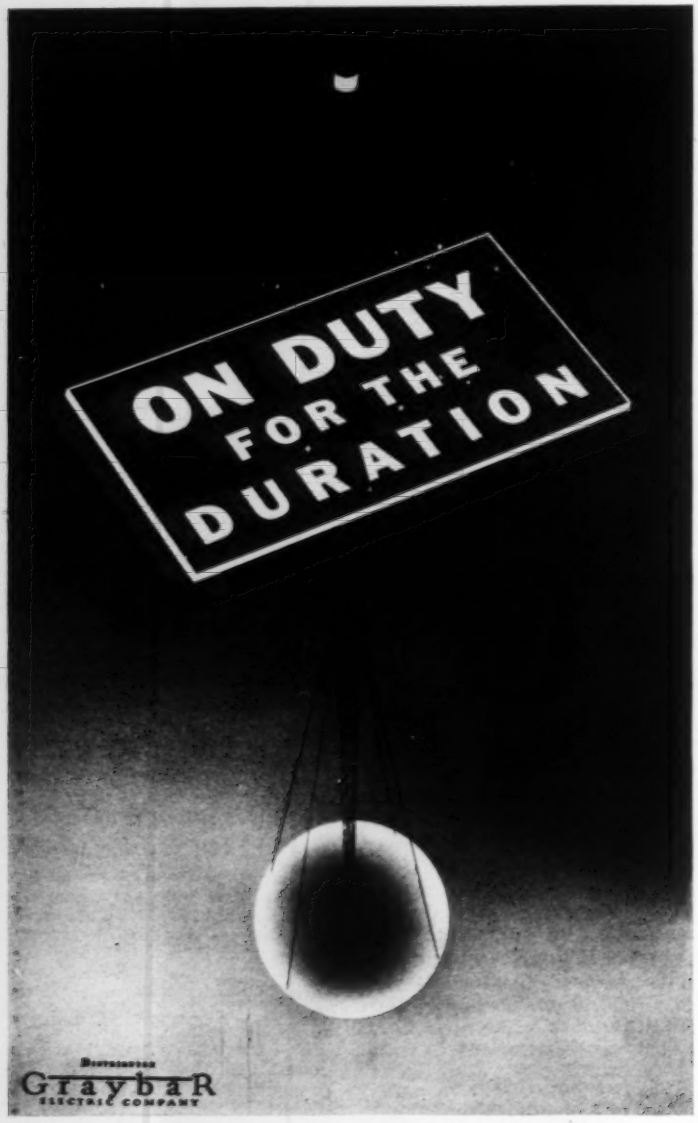
Vast Demands of AFM Halt Fete for Cloutier

DEMANDS of the Hartford local of the American Federation of Musicians caused NBC to cancel the program planned for last Friday evening from WTIC, Hartford, honoring Norman Cloutier, Hartford boy who was recently appointed musical director of NBC's Radio-Recording Division, a new post. Planned as a "local boy makes good" celebration, the full-hour program was to have featured 30 of NBC's musicians from New York in addition to the WTIC staff orchestra of 15 men, with Mr. Cloutier conducting.

WTIC had agreed to pay its men for the rehearsals and performing time in addition to their regular pay, but the union demanded that standby fees of $17 per man be paid for each imported musician and also that NBC pay $255 into the union treasury for permission to have the New York men broadcast from Hartford. When the union refused to temper its demands, the broadcast was cancelled.

ROBERT SHERWOOD, Deputy Coordinator of Information in charge of the Donovan Committee's radio activities, received a plaque "for distinguished public service" from the senior classes of the engineering and arts colleges of New York U when he addressed Class Day exercises June 9.

JACK BANNER, publicity director of WNEW, New York, recently was presented with a cup for "Americanism". Victor O. Perls, radio chairman of the New York County American Legion made the presentation on behalf of the American Legion Series, yearly feature on WNEW.



The American broadcasting industry contributes to America's strength by keeping the people informed, by increasing public morale, by promoting national unity. It is a heartwarming fact to every member of the Blaw-Knox organization that more than 70% of the towers in the nation are Blaw-Knox built.

BLAW-KNOX DIVISION of Blaw-Knox Co.
2038 Farmers Bank Bldg. Pittsburgh, Pa.

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

in the CONTROL ROOM

JON M. LARSON, NBC engineer, has joined the staff of Coordinator of Inter-American Affairs as engineering consultant.

MORRIS KOFFER and Arthur Shapiro, both of New York, and Joseph Handchet, formerly of WHAT, Philadelphia, have joined the engineering staff of WIP, Philadelphia. They replace LeRoy Wolfe, who resigned to join the Army Interceptor Command, and Wilson A. Sigafoos, now a lieutenant in the Navy.

GEORGE COLLIER, transmitter technician of WCCO, Minneapolis, has reported to the Chief Signal Officer in Washington.

ART PECK, engineer of WCCO, Minneapolis, was elected secretary-treasurer of the Twin Cities section of the Institute of Radio Engineers at the recent annual meeting.

JIMMY CREEL, new to radio, has joined the technical staff of WRBL, Columbus, Ga.

KENNETH McLEOD, development engineer who has been with W65H, Hartford, since it was founded, has left to do special research work for the Government.

PAUL HORTON, transmitter operator of KFRO, Longview, Tex., has resigned to study radio engineering at Texas A & M College. Grady Sheppard, formerly of KELD, Eldorado, Ark., replaced Preston Seay Jr., transferred to KELD from KFRO.

ANDY BROWNING assistant chief engineer of WTAG, Worcester, Mass., is the father of a boy, born June 5.

BOB CARPENTER, formerly engineer of WROK, Rockford, Ill., has joined the engineering staff of WAIT, Chicago. He succeeds Jay Ferree who has joined the engineering staff of WGN, Chicago.

THEODORE H. PAELIG, maintenance engineer of NBC Chicago for the last 11 years, has resigned because of ill health. He is succeeded by Austin A. Harrison, formerly of WMBD, Peoria.

JERRY CERNY, maintenance engineer of WBBM, Chicago, on June 3 became the father of a 9-pound son, Ralph Jerome.

JOE NOVY, assistant to Frank Falknor, chief engineer of WBBM, Chicago, is on leave of absence to set up a Radar school for the Army Signal Corps. Hollie Pearce, formerly supervisor of engineers, succeeds him.

KENNETH H. STANGER, new to radio, has joined the engineering staff of KLZ, Denver.

Fudge Nudge

FOR FLUFFS, control operators of WRVA, Richmond, pay all other station operators stipulated amounts in War Savings Stamps. WRVA hopes the plan will "hurt the Axis more than it does us". WRVA also reports being 100% subscribed to War Bonds.

DON WORREL, engineer, and Carl Ayers, traffic director of WJW, Akron, have resigned to join the Aircraft Division of Goodyear Tire and Rubber Co., Akron.

COLIN RUTLEDGE, control operator of CHML, Hamilton, Ont., is to marry Florence McClure June 27.

FLOYD JONES, former maintenance engineer at WICC, Bridgeport, Conn., is now at Maxwell Field, Ala., as a 2nd lieutenant in the communications division of the Air Force.

ED JENKINS, formerly master control operator of WSUI, Sioux City, has joined the Iowa Broadcasting Co. as a member of the engineering staff of WMT, Cedar Rapids.

ARTHUR TUTTLE and Norman Simmons, engineers of WELI, New Haven, have joined the Army Signal Corps. They are replaced by Antonio Hill and Vernon Wilson.

GEORGE G. POGUE, has joined the engineering staff of KOA, Denver.

NELSON NICHOLLS, engineer of WCAE, Pittsburgh, has been appointed a cadet for advanced flight training at Pensacola, Fla.

ED BEEMISH has joined WTTM, Trenton, N. J., handling most remote jobs and special events, along with maintenance.

RALPH S. MERKLE, commercial engineer of Hygrade Sylvania Corp., Emporium, Pa., has been commissioned a 1st lieutenant in the Signal Corps, stationed in Washington. Lt. Merkle was technical editor of the *Sylvania News*.

LEO MOEN, formerly business agent of the IBEW, Seattle, radio section, has joined the Army as first lieutenant, assigned to the communications department, Washington.

Sylvester T. Thompson

SYLVESTER T. THOMPSON, 48, vice-president of Zenith Radio Corp. and vice-chairman of the priorities committee of the Radio Manufacturers Assn., died June 8 in Oak Park, Ill., after a month's illness. A 20-year veteran of the radio industry, Mr. Thompson was a member of the Institute of Radio Engineers and the Radio Club of America. He is survived by his widow.

Stowin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

There's "sock" in 5KW on our 580 kc frequency —equal to over a million watts at the other end of the dial.
WIBW The Voice of Kansas in TOPEKA

O'Toole Criticizes Salacious' Comedy

AN ATTACK on the patriotism of sponsored programs playing at military camps as well as the "salacious tendencies" of radio comedians was launched on the House floor last Tuesday by Rep. O'Toole (D-N. Y.) who spoke for 20 minutes on various aspects of broadcasting.

Rep. O'Toole, former theatrical lawyer, who with his wife makes recordings of comedians' programs as a hobby, mourned the passing of the "clean stage" and said that radio intends to turn the same corner that led the stage to destruction I think we must protest".

Fun at Home

The New York Congressman eulogized radio as the invention that has "perhaps done more to bring back home life and home entertainment than any other single force generated in the last 20 years".

He added that radio made it possible for people "to gather in the evenings in their homes and listen to varied forms of entertainment that seemed to improve as the life of radio extended." He went on to say that "lately, however, there has been a great reduction in quality. There has been," he said, "a tendency on the part of so-called comedians to engage in salaciousness at the expense of humor".

Patriotism of sponsors was then attacked by Rep. O'Toole, who said they were "hiding behind the flag" and at the same time were getting the "best form of advertising for both sponsors and the performers" through their camp appearances.

"I know what their response will be," the Representative stated. "They will say they are good patriotic Americans." He then added that performers were "all receiving exactly the same salaries that they received when the programs emanated from commercial studios."

Rep. O'Toole, in closing, said that if the broadcasting industry does not attempt to clean its stables, I can assure them that the effort will be made from other sources. I do not promise them this," he concluded, "I pledge it!"

Rep. O'Toole told BROADCASTING that he did not intend instigating legislation regarding broadcasting. He said he felt that "if conditions did not improve", public opinion would demand that Congress take action. He said he was a sincere lover and admirer of broadcasting for the most part and that he would not like to see it become necessary for a "legion of decency" to bring pressure to bear for "clean-up programs".

Purely PROGRAMS

ANTI-AXIS in theme, *The Will to Freedom*, a new CBS series, bows June 15 with the story of the Nazi divide-and-conquer tactics as applied to Norday. It will tell the story of the people who refuse to be beaten. It will dramatize the work of Government officials in exile, guerillas, underground radio operators, gunrunners, refugee armies and even little children who defy the enemy by chalking Axis-guarded buildings. Written by Leigh White and Ranald MacDougall, the program is produced and directed by William N. Robson.

* * *

Americana

A SPANISH VERSION of *Plays for Americans*, NBC Sunday program written, produced and directed by Arch Oboler, is being short-waved to Latin America via NBC International's facilities, Wednesday, 8:30-9 p.m. The Coordinator of Inter-American affairs is collaborating with NBC in the Spanish adaptations, the first of which was heard June 10. Last quarter-hour of the shortwave program *Rythm and Dance* has been cancelled to accommodate the series.

* * *

To Their Families

MEMBERS of the Army, Navy, Marine Corps, Air Force and Coast Guard now on duty on the West Coast have an opportunity to send messages to their families all over the nation on Mutual's weekly series *USO Calling U.S.A.*, with ex-film star Lieut. Ronald Reagan as m.c. Messages from the servicemen are interspersed with music by Cy Trobbe's orchestra and comedy by Jack Kirkwood.

* * *

The Writers Change

WITH Gale Gordon as narrator and story teller, a new weekly half-hour dramatized mystery series titled *The Whistler* has been started on CBS West Coast stations. With a different writer contributing the weekly script, series is produced by J. Donald Wilson. Cliff Howell announces. Wilbur Hatch is musical director. Ivar Ditmars, organist, supplies special atmospheric background music.

* * *

Local Activities

DAILY DOINGS in the community are broadcast over WFDF, Flint, Mich., through a sponsored program, *Flint Today*. Associations, churches and clubs are invited to use the program without charge to publicize their respective events. Program is sponsored by Dodds Dumanois Funeral Home on a Monday-thru-Friday schedule.

For the Married

WEDDED COUPLES of all ages, from the most recent newlyweds to the golden wedding pairs, were the principals in the *Lucky Wedding Ring Party* program staged June 7 in Oakland by the Albert S. Samuels Co., San Francisco and Oakland jewelers and released over KPO. This half-hour broadcast program is an annual event and is in addition to the other radio programs sponsored by the firm. More than $1,000 worth of prizes in war bonds and stamps and gift orders were presented the winners in the various contests and quizzes in which husbands and wives were teamed against each other. Art Linkletter presided.

* * *

Gobs of Hobbies

HOBBIES have provided the theme of *Astride Your Hobby Horse* over WFIN, Findlay, O., since the station went on the air Dec. 14, 1941. Conducted by Dr. Grace Ingledue, production manager, the program has had everything from the garden variety hobby to a numismatist.

* * *

Vacations

INEXPENSIVE and energetic vacations are the theme of a new women's program, *Wartime Vacations* on the Canadian Broadcasting Corp. network, Thursday afternoons, by Elspeth Chisholm. She will discuss youth hostelling, canoe trips and camping out.

* * *

Air Base Interviews

INTERVIEWS of officers, enlisted men and civilians at the Columbus, Miss., Army flying school is the *Columbus Army Flying School Is On The Air* of WCBI, Columbus. Brief news items and humorous notes are also included on this program.

* * *

Birds and Such

LITTLE KNOWN facts about birds, insects, animals and trees are told on *Little Doctor Hickory*, children's weekly program on BLUE, with Jay Gould, director of children's programs of WOWO, Fort Wayne, Ind.

RARE MIKE appearance for Charlie Chaplin, film actor-producer, it was when he was put through his paces by Paul Langford, (left), special events director of KPAS, Pasadena, during an interview at the recent Los Angeles Russian War Relief rally. Chaplin brought 6,000 cheering spectators to their feet with his sincere and impressive tribute to Russia's war effort.

Radio Vegetables

FRESH from KDKA's model Victory Garden in Schenley Park, Pittsburgh, come choice vegetables for the weekly luncheons of the station's executive staff in the KDKA test kitchen. Don Lerch, KDKA farm director, plucks the crops and delivers them to Evelyn Gardiner, Home Forum director, who supervises preparation of luncheons. Outside of loss of the cabbage crop to rabbits, the garden is right on schedule. The cabbages were replanted and a wire fence erected.

Servicemen Quiz

ARMY, Navy, Marine Corps, Coast Guard and U. S. Maritime Servicemen are represented three times weekly on the *Mental Manuevers* quiz show of WHB, Kansas City. Questions are built around military insignia, uniforms, slang, procedure and other factors connected with the services.

Winning Number

WAIR listeners listen, believe and buy. WAIR's spot on the dial is worth a fortune to the wise time buyer who signs on the dotted line.

WAIR

Winston-Salem, North Carolina

POWER!

—WHERE POWER COUNTS MOST

NASHVILLE

THE GREAT TENNESSEE VALLEY

WLAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY PAUL H. RAYMER CO

J. T. WARD, Owner

F. C. SOWELL, Manager

WHBF

Basic Mutual Network Outlet

FULL TIME 5000 W. C.

THE 5000 WATT Voice of the Tri-Cities

AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS

ROCK ISLAND • DAVENPORT • MOLINE

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JUNE 6 TO JUNE 12 INCLUSIVE

Decisions . . .

JUNE 8

KLRA, Little Rock, Ark.—Granted special service authorization to use frequency, power and transmitter authorized under construction permit as modified.

WDOD, Chattanooga, Tenn. — Granted modification of construction permit for change in type of transmitter.

WWDC, Washington—Granted consent to transfer of control to Joseph Katz, G. Bennet Larson and Charles M. Harrison for $110,000.

KBWD, Brownwood, Tex.—Granted modification of license for increase to 500 watts night and 1 kw. local sunset, unlimited time.

WSNY, Schenectady, N. Y. — Granted modification of construction permit to move and approve transmitter site, change in transmitter type, change in antenna system, extension of commencement and completion dates.

WGKV, Charleston, W. Va. — Granted consent to transfer of control to Worth Kramer for $10,500 and involving 51% of stock.

WJAX, Jacksonville, Fla. — Designated for hearing appplication for construction permit to increase nighttime power to 5 kw. and install directional antenna for N use only.

WKPT, Kingsport, Tenn.—Denied petition requesting grant of application for construction permit for 790 kc., 1 kw., unlimited time, directional antenna night.

WPRP, Ponce, P. R.—Granted petition to take testimony by deposition re application for construction permit, modification of CP and license renewal; also on behalf of Commission, of present and former inspectors of the Commission at San Juan and other witnesses.

LICENSE RENEWALS GRANTED — **WHLD KGVO KFOX KGGM KGLO WATR WFVA WOOD WORK** (to 10-1-42); **WMAL,** (to 6-1-44); **WMFJ** (to 10-1-43).

JUNE 9

WHIP, Hammond, Ind.—Granted petition for reconsideration of application for consent to transfer control to John W. Clarke and granted.

NEW, Portsmouth Radio Corp., Portsmouth, Va.—Granted petition for grant of CP for new station on 1490 kc. with 250 watts, unlimited time.

JUNE 10

NEW, Kennebec Broadcasting Co., Augusta, Me.—Granted petition to dismiss application for new station.

NEW, Butler Radio Inc., Tyler, Tex.—Same.

WCAU, Philadelphia—Granted petition to intervene in WGAR-WHBC-WADC hearing.

NEW, Butler Broadcasting Corp., Hamilton, O.—Granted in part request for additional time to file petition; extended time to 6-24-42.

JUNE 11

NEW, Chambersburg Broadcasting Co., Chambersburg, Pa.—Granted petition of applicant to dismiss without prejudice application for new station.

NEW, Mosby's Inc., Anaconda, Mont.—Granted motion for continuance of hearing to 7-8-42.

WTOC, Savannah, Ga.—Granted modification of license for extension of completion date to 8-15-42.

WCAH, Buffalo — Granted modification of construction permit for new non-commercial educational station for extension of commencement and completion dates to 3-27-43 and 9-27-43, respectively.

WBEZ, Chicago—Granted modification of construction permit for new non-commercial educational station for changes in antenna system and extension of commencement and completion dates to date of grant and 180 days thereafter respectively.

W65H, Hartford—Granted modification of construction permit for new FM station for extension of completion date to 12-14-42.

KOAC, Corvallis, Ore.—Granted modification of construction permit for extension of completion date to 7-1-42.

WLAC—Nashville—Granted modification of construction permit for extension of completion date to 8-1-42.

Applications . . .

WROL, Knoxville, Tenn.—Amended application to request modification of license for increase to 1 kw. using directional antenna night.

KFAC, Los Angeles—CP to increase to 5 kw., install new transmitter, install directional antenna for night use and move transmitter.

KVOS, Bellingham, Wash.—Modification of CP requesting extension of completion date to 12-28-42.

JUNE 11

WEBR, Buffalo—Transfer of control through sale of 100% of common stock to **Buffalo-Courier-Express** (75%) and Paul E. Fitzpatrick (25%).

WOOD, Grand Rapids, Mich.—Modification of construction permit for changes in type of transmitting equipment and changes in directional antenna.

WJLS, Beckley, W. Va.—Amended application for CP to omit request for new transmitter, directional antenna and facilities of WHKC and request 560 kc., 100 watts night, 250 day, unlimited time.

KPAS, Pasadena, Cal.—Amended modification of CP as modified to request extension of completion date to 1-13-43.

Tentative Calendar . . .

NEW, Dyke Cullum & Harry R. England, Annapolis, Md., CP new station 1040 kc. with 250 w., limited time (June 15).

NEW, Camden Broadcasting Co., Camden, N. J., CP new station 800 kc. with 500 w., daytime operation (June 15)

NEW, Murfreesboro Broadcasting Co., Murfreesboro, Tenn., CP new station 1450 kc. with 250 w., unlimited time. (June 16).

NEW, Herald Publishing Co., Klamath Falls, Ore., CP new station 1400 kc. with 250 w., unlimited time; **NEW, Dorman Schaeffer, Klamath Falls,** same (further consolidated hearing, June 18).

WROL, Knoxville, Tenn., CP 620 kc., 1 kw., unlimited time, directional antenna night (June 19).

CHPS, Parry Sound, Ont., has appointed Stovin & Wright, Toronto, as national representatives. The station is expected to go on the air July 1 with 250 watts on 1450 kc. Gordon E. Smith and Alec Mitchell are the owner-managers.

Network Accounts

All time Eastern Wartime unless indicated

New Business

PARKER PEN Co., Janesville, Wis. (Quink), on June 27 starts *Elmer Davis & the News* on 57 CBS stations, Saturdays and Sundays at 8:55-9 p.m. Agency: J. Walter Thompson Co., Chicago.

PROCTER & GAMBLE, Cincinnati (Camay soap), on June 29 starts *Pepper Young's Family* on 56 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agency: Pedlar & Ryan, N. Y.

GENERAL MILLS, Minneapolis, on June 29 starts *Lonely Women* on NBC, Mon. thru Fri., 2:15-2:30 p.m. Agency: Blackett-Sample-Hummert, Chicago.

ONTARIO Dept of Labor, Toronto (farm service) on June 3 started *Farm Service Force* on 17 Ontario Canadian Broadcasting Corp. stations, Wed., 9-9:15 p.m. Agency: James Fisher Co., Toronto.

Renewal Accounts

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana), on July 1 renews for 52 weeks *Time to Smile* on 86 NBC stations, Wed., 9-9:30 p.m. (EWT). Agency: Young & Rubicam Inc., N. Y.

GENERAL FOODS Corp., New York (Post Toasties, Maxwell House coffee), on July 2 renews for 52 weeks *Post Toasties Time* on 94 NBC stations, Thurs., 8-8:30 p.m. (EWT), with West Coast repeat, 8:30-9 p.m. (PWT). Agency: Benton & Bowles, N. Y.

RICHARD HUDNUT Inc., N. Y. (cosmetics), on June 29 renews for 13 weeks *Hollywood Showcase* on 7 CBS West Coast stations (KNX KARM KOIN KIRO KFPY KROY KQW), Mon., 9:30-10 p.m. (PWT). Agency: Kenyon & Eckhardt, N. Y.

BRISTOL-MYERS Co., New York (Vitalis), on July 1 renews for 52 weeks *Mr. District Attorney* on 87 NBC stations, Wed., 9:30-10 p.m. Agency: Pedlar & Ryan, N. Y.

ANACIN Co., Jersey City (headache powders), on June 20 renews for 13 weeks *America the Free* on 71 NBC stations, Sat., 11:30 a.m.-12 noon. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

S. C. JOHNSON & SON, Racine, Wis. (Carnu, Glo-Coat polishes), on June 30 replaces *Fibber McGee & Molly* on 128 NBC stations Tues., 9:30-10 p.m. with *America Sings.* Network will be reduced to 80 stations on July 7 for the summer. Agency is Needham, Louis & Brorby, Chicago.

PROCTER & GAMBLE Co., Cincinnati, on June 29 replaces *Road of Life* (Chipso), on 25 CBS stations, Mon. thru Fri., 1:45-2 p.m. with *The Goldbergs* (Duz), shifting from 56 CBS stations, Mon. thru Fri., 2:45-3 p.m. Agencies: Pedlar & Ryan, N. Y. (Chipson), and Compton Adv., N. Y. (Duz).

PROCTER & GAMBLE Co., Cincinnati, on June 29 discontinues *The Bartons* on 81 NBC stations, Mon. thru Fri., 11-11:15 a.m. replacing it with *Road of Life*, and switching from Chipso to Duz. Agency changes from Pedlar & Ryan, N. Y., to Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow), on June 29 shifts *The Story of Mary Marlin* from 58 NBC stations and CBC, Mon. thru Fri., 10:45-11 a.m. to 81 NBC stations, Mon thru Fri., 3-3:15 p.m. Agency: Benton & Bowles, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Dreft), on June 29 will shift *Lone Journey* on 19 NBC stations Mon. thru Fri. 11:30-11:45 a.m. to 10:45-11 a.m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE, Cincinnati (Chipso), on June 29 will shift *Road to Life* on 38 NBC stations Mon. thru Fri., 11:30-11:45 a.m. to 11-11:15 a.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on June 29 will shift *Against the Storm*, Mon. thru Fri., on 81 NBC stations, 3-3:15 p.m. to 11:30-11:45 a.m. Agency: Compton Adv., N. Y.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on July 4 will reduce *The National Barn Dance* on 65 NBC stations, Sat., 9-10 p.m., to one-half hour 9-9:30 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on June 29 shifts *Lum & Abner* on 65 BLUE stations from Tues., thru Fri., at 6:30-6:45 p.m., repeat at 8:30-8:45 and 10:30-10:45 p.m. to Mon. thru Thurs. at 10-10:15 p.m., repeat at 11:15-11:30 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on July 12 shifts *The Quiz Kids* on 68 BLUE stations, Wed., 8-8:30 p.m., with repeat 11-11:30 p.m., to Sun., 7:30-8 p.m., repeat 11:30 p.m. via transcription. Agency: Wade Adv. Agency, Chicago.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), on July 4 discontinues for the summer *Ellery Queen* on 10 NBC stations, Sat., 7:30-8 p.m. (rebroadcast, on 6 NBC Pacific stations, Thurs., 12:30-1 a.m.). Agency: Ruthrauff & Ryan, N. Y.

WM. WRIGLEY JR. Co., Chicago (Spearmint gum), on June 15 replaces *Scattergood Baines* with Ben Bernie's *The Old Maestro & All his Lads* on 77 CBS stations, Mon. thru Fri., 5:45-6 p.m. Agency: Arthur Meyerhoff & Co., Chicago.

LEVER BROS Co., Cambridge, Mass. (Swan soap), on July 7 shifts *Burns & Allen* from 47 NBC stations, Tues., 7:30-8 p.m. to 67 CBS stations, Tues., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Octagon products, Crystal White) on July 10 discontinues *Woman of Courage* on 61 CBS stations, 10:45-11 a.m. (rebroadcast 3:45-4 p.m.). Agency: Ted Bates, N. Y.

GENERAL MOTORS Corp., Detroit (Institutional), added 18 CBC stations to *Cheers From the Camps* started June 7 on 116 CBS stations, making a total of 134 stations carrying the program Tues., 9:30-10:30 p.m. Agencies: MacLaren Adv. Co. Toronto (Canada); Campbell-Ewald Co., Detroit.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on July 14 decreases by 37 the NBC stations carrying *Treasure Chest*, making a total of 60 NBC stations, Tues., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

CARTER PRODUCTS, New York (Little Liver pills), on June 21 discontinues the CBC for *Inner Sanctum Mystery* on 61 BLUE stations, Sun., 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

CARTER PRODUCTS Co., New York (Little Liver Pills), on June 21 shifts *Jimmie Fidler* from Hollywood on 78 BLUE stations from Mon., 7-7:15 p.m. to Sun., 9:30-9:45 p.m. Agency: Small & Seiffer, N. Y.

ONTARIO TRAVEL & Publicity Bureau, Toronto, on June 26 will discontinue at end of 16-week contract the *Ontario Show* on 47 BLUE stations, Fri., 7-7:30 p.m. Agency: Walsh Adv. Co., Toronto.

EX-LAX Inc., Brooklyn (proprietary), on July 3 discontinues at end of 26-week contract *Arthur Tracy—The Street Singer* on 24 BLUE stations, Mon., Wed., Fri., 4-4:15 p.m. Agency: Joseph Katz Co., N. Y.

WANTED AT ONCE

WORN-OUT G-E TRANSMITTING TUBES

BECAUSE there is a shortage of strategic metals used in transmitting tubes for civilian uses, and because military needs are great, General Electric is now salvaging these metals from worn-out tubes of 250-watt plate dissipation or over. Such metals will be reclaimed for new tubes, and in this way it is hoped to make more tubes available for broadcasting and other nonmilitary uses. Of course, military needs come first.

Will You Help? Send us—via express collect—your retired transmitting tubes of 250-watt plate dissipation and larger. If you do not have proper cartons, let us know the types of tubes and the quantity, and we'll send the cartons to you.

Credit—Because of the high cost of salvaging materials and the added cost of shipping, it is impossible to give credit on all tubes returned. Regular credit will be granted on those tubes that ordinarily have a return credit value. These include GL-862 and GL-898, and the radiator credit on GL-891R, GL-892R, GL-893R, and GL-8002R.

How to Ship—Mark the cartons and shipping papers "Defective apparatus for salvaging," and ship by express, collect, to General Electric Company, Radio, Television, and Electronics Department, Schenectady, N. Y.

GENERAL ELECTRIC

General Foods Sub

EFFECTIVE with the summer replacement of *Burns & Allen*, General Foods Corp., New York, on July 7 will move the show from NBC to CBS, taking the Tuesday 9:30 p.m. period vacated by the General Foods Sanka coffee program *Duffy's Tavern*. Summer program features Tommy Riggs & Betty Lou, and it is understood the *Burns & Allen* show will be returned in the fall in the same period. Agency in charge is Young & Rubicam, New York.

KDKA SCHOLARSHIPS
Three Youths Win Awards in Science Contest

KNOWLEDGE of science displayed on the air over KDKA won three Pittsburgh high school boys scholarships to the Carnegie Institute of Technology. A weekly series, titled *Junior Science Experts*, was broadcast by the station in conjunction with the Junior Science Fair held at the Buhl Planetarium, with the program originating there.

Each program featured a half-dozen outstanding science students from high schools of the city, matching wits over questions submitted by local scientists. The student answering the greatest number of questions correctly each broadcast was declared the winner. Correct answers meant war savings stamps to each respondent, win or lose.

On May 16, a program of winners was presented and the university officials selected scholarship winners from among these contestants. Scholarships provide half tuition for two years at Carnegie Tech.

OEM Handbook

FUNCTIONS and administrations of the Office of Emergency Management, and outlines of war agencies coordinated with the OEM, are set forth in a condensed handbook being released by that branch of the President's Executive Office. Staffs, telephone and street addresses are included in the compilation.

WDOD, in Chattanooga, Is Using 5 kw. Fulltime

INCREASE to the 5,000-watt fulltime power for which it had held a construction permit was effected June 8 by WDOD, Chattanooga, Occasion was marked by no fanfare, the station simply stepping up its night power during an 8 p.m. dance orchestra program, unannounced to the listening audience.

Pulling of the switch by Col. Julius C. Vessells, WDOD chief engineer, also commemorated the new transmitter plant on the Tennessee River. Installation of the new equipment was completed just prior to the WPB order halting such acquisitions. WDOD is operated by the WDOD Broadcasting Corp. and is on 1310 kc.

PAT FLANAGAN, sports commentator of WBBM and WJJD, Chicago, on June 11 celebrated his 20th anniversary in radio, having started as a singer and announcer in 1922 on WOC, Davenport, Ia.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

...o Operator—With first or second class ...telephone license. Starting salary ...5 per week with good living quarters. ...ox 576, BROADCASTING.

...T YOU A BIG SHOT?—Well, we don't ...nt you; but if you're an announcer ...th something really on the ball and ...e seeking a position with an aggressive ...d energetic station that will offer you ...n excellent living for good work—WE ...NT YOU! Forward transcription and ...otograph to Box 575, BROADCAST...NG.

...man—Salary and commission, former ...wspaper or Agency experience for ...shington Station. Box 573, BROAD...STING.

...perienced Radio Salesman—Steady job—...od opportunity. Write KGNF, North ...tte, Nebraska.

...perienced Announcer and Copy Writer ...Write Box 574, BROADCASTING.

...f Engineer—Excellent equipment. Re...sonable living conditions. Station WGNY, ...wburgh, New York.

...nter-Announcer — Draft exempt — for ...al Southern station. Give references, ...perience, salary expected. Box 562, ...OADCASTING.

...ork Station Manager—Man or woman, ...uth. Must be reliable, sober, creative ...d sales ability. Give references. Box ...0, BROADCASTING.

Situations Wanted

...NOUNCER—Network calibre, now with ...1kw network station, desires large sta...on opportunity with progressive organ...ation. 7 years' experience announcing, ...producing, writing. Best references. Can ...promise top quality air work, entirely ...ofessional attitude. Just rejected by ...e Army. If you've an opportunity in ...ve, write Box 563, BROADCASTING.

...perience Desired—During summer with ...mall station. Writing, production, an...nouncing. Co-ed radio major. Salary sec...ondary. Box 560, BROADCASTING.

...NOUNCER, WRITER, PRODUCTION, ...OUND—New York University gradu...te with degree in radio. Unregistered in ...aft. Box 559, BROADCASTING.

...dable—Experienced first class opera...r. Name hours, salary. Box 558, ...OADCASTING.

...OGRAM DIRECTOR — Thoroughly ...rounded in all branches of station op...eration by years of experience producing, ...iting, promoting, traffic, writing, act...g, announcing. Capable of taking over ...ogram department of local station or ...ot-too-large network affiliate and doing ...ual job. Maybe I'm the man you need. ...ow about writing to find out? The ...igher the job the better I'll like it! ...spect salary worthy of performance; ...o more, no less. Air Mail is quickest. ...ox 564, BROADCASTING.

Situations Wanted (Cont'd)

STATION OR COMMERCIAL MANAGER —Executive now employed. Experience 17 years; newspaper executive in local and national fields, four years radio, contacts coast to coast, and knowledge of independent and network operation. Excellent background, highest references. Box 567, BROADCASTING.

Practical Radio Engineer — Chief Engineering, development and broad experience to 50 KW. Executive ability. CREI training. Go anywhere—first class position. Box 566, BROADCASTING.

STEEPLEJACK — Expert radio tower work. Go anywhere. WRC references. Box 565, BROADCASTING.

29-3-A, 7 years—News, sports, general announcing-ad-libbing. 2 years Station Manager-announcer. Present salary $40.00 week. Desire change before football season. No games here. Box 572, BROADCASTING.

Experienced Program Director-Writer — Also merchandising-sales promotion. College, 27. Draft exempt. Box 578, BROADCASTING.

Chief Engineer — Desires permanent Midwestern position. Available immediately. Present salary, $43.00 weekly. Box 579, BROADCASTING.

Wanted to Buy

Limiting Amplifier—Either RCA 86A or WE 1126A with power supply. Complete with tubes. Send all information first letter. Box 580, BROADCASTING.

Blaw-Knox self-supporting tower 200 foot or over Address P. O. Box 2299, San Antonio, Texas.

833 and 828 tubes burnt out, new, any condition, copper ground wire, 2-200 Blaw Knox towers with lighting equipment, anything in broadcast station equipment. Write giving cash price, age, condition, and with what equipment and station used. Brown Radio Service & Laboratory, 192 S. Goodman St., Rochester, N. Y.

For Sale

200-foot Blaw Knox—Type CK Tower with 300 MM beacon and flasher. Station WIOD, Miami, Florida.

W. E. 6B Transmitter—1 KW. Original cost over $17,000, complete, $3,500. Rectifier, Box 569, BROADCASTING.

TWO 892 — TWO 320B — VARIOUS SMALLER TUBES—High Voltage filter condensers — Filament transformer for 892's. Various scale meters. Write for list. Address Box 570, BROADCASTING.

Radio Station—250 Watts, network connection. Located in progressive, expanding market. This sale not forced because of economic conditions but due to necessity of present management devoting full time to other interests. Box 571, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office: 7134 Main St. Kansas City, Mo
Crossroads of the World Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
for
RESULTS!

Cisler and Craney Submit Instalments In Why-Did-They-Quit-the-NAB Serial

COMMENT pro and con about the NAB as the industry's over-all trade association, precipitated last month when John Shepard 3d withdrew his stations from NAB membership, continued unabated last week.

Following publication of Mr. Shepard's letter of resignation [BROADCASTING, May 25], Harrison Holliway, vice-president and general manager of KFI-KECA, Los Angeles, took both Mr. Shepard and BROADCASTING to task—the former for having resigned and the publication for having prominently displayed Mr. Shepard's action [BROADCASTING, June 1].

Walter J. Damm, general manager of WTMJ, Milwaukee, then wrote the editor of BROADCASTING about Mr. Holliway's inference that he had resigned from NAB because of controversy over reclassification of dues [BROADCASTING, June 8].

Enter Cisler, Craney

On June 6, S. A. Cisler, general manager of WGRC, Louisville, expressed his views on the whole issue in a letter to BROADCASTING. This was followed June 9 with receipt by BROADCASTING of a copy of a letter to Mr. Shepard from Ed Craney, head of KGIR, Butte, and the Z-Bar Network, commending the chairman of Broadcasters Victory Council on his action. Then on June 10 BROADCASTING received a telegram from Mr. Holliway expressing the hope that "this installment will bring this thrilling serial to a close".

BROADCASTING herewith publishes these communications in full text and without comment:

From Cisler

Editor, BROADCASTING:

Reading Harrison Holliway's complaint about "who cares" if John Shepard pulled his stations out of NAB I was particularly attracted by the closing paragraph of Holliway's letter.

In this item he announced that he had been a member of the NAB Board of Directors for two years; that he had "opened his mouth just four times", and that because nobody paid any attention to him he then shut up the rest of the time he was in office.

That honest confession seems to me to explain why the NAB is what it is today . . . that our esteemed board of directors is run by a small group (presumably NBC and CBS) and that it is quite useless for any other director to voice his sentiments.

I have long before WGRC resigned its membership suspicioned this state of affairs about the board of NAB. Now I know it from Holliway's confession. Need there be any more condemnation of John Shepard's withdrawal for good and sufficient reasons? I think not.

A good many stations could buy a good many war bonds with what they would save in so-called membership fees.

It is a shame that Neville Miller's fine ability as displayed in the music fight, and the excellent work of the sales manager's division, should now be subordinated to saving the NBC and CBS chestnuts from the monopoly fires.

When the NAB turns its activities to the interests of the independently owned and operated station, and concentrates on sales promotion work, industry publicity, elimination of labor racketeering then our station will be glad to return and do its share.

S. A. CISLER,
General Manager,
WGRC, Louisville.

Mr. Craney's letter to Mr. Shepard follows:

I read with interest the May 25th issue of BROADCASTING in which was "hidden" on page 24 the story of you withdrawing your stations from NAB membership. May I congratulate you on this move. You are following, by one year, the action Tom Symons and the writer took during the previous NAB Convention that was held in St. Louis.

You and I are both sold on the NAB as the basic over-all organization for our industry. You and I both want to belong to that organization.

You and I cannot shun the responsibility for the situation NAB now finds itself in as we were both on the reorganization committee. My only argument against responsibility for the present situation is that I didn't want the networks to be allowed membership in NAB and I am still of the same opinion. Frankly though, the way things are today—whether the networks have membership in NAB or not—has little to do with whether or not they will run the organization.

Of course, *with* membership, they can run it with more ease—run it from the inside, from the *same* hotel, in place of from a hotel down the street aways. I would prefer to make it a bit tougher for them and let them try running it from the hotel down the street. Then at least broadcasters could have meetings at which only broadcast stations were represented—we could transact our business without "direct network domination and interference" and we could have meetings at which we invited the networks to meet with us if and when we saw fit to do so.

Today what takes place? The nets, being few in number, with headquarters in New York City, can set their plans—get their owned and operated stations and network personnel together—go to a NAB convention and utterly swamp the thing. They can get together with their own people and a few station heads who don't dare do anything except follow them (because of financial reasons) and put their ideas over at conventions and in the NAB Board. At this last convention they have made it possible to appoint their own man to the NAB Board. NAB has now done away with the Executive Committee (so in order to give their president instructions they must hold a board meeting which costs $2,500).

This means, of course, that the nets are pretty well satisfied with the present NAB management and from past actions I don't see why they shouldn't be, because in Washington more people I have talked with know that management as the head of the "Networks Organization" than of a National Association of Broadcasters.

To keep the networks out of NAB membership isn't a cure-all—in fact, it won't do as much to keep them from controlling NAB as the FCC rules will and these won't be bad rules at all if they will alter that provision just a trifle on guaranteed option time. In some markets the FCC rules wouldn't make stations independent of the networks "pressure". However, they might have a very healthy effect.

A notation in BROADCASTING that of 976 registrants at the NAB convention but 335 members were represented and only 210 voted perhaps gives some idea of how votes are "controlled". After all, there are supposed to be 527 stations in NAB, so with less than 40% of the membership voting it isn't hard to get 20% of the total vote cast your way when you have a good slug of that 20% in your pocket all the time as the nets do.

Don't get me wrong, John, I am not against networks—just the opposite—I am very much for them. The networks deserve all the credit for the people of the United States having the best radio system, with the best radio programs, in the world today. They are the biggest wholesalers of [illegible] time and radio talent in the world. I want to see them stay—I want [illegible] to continue to do a good job—I [illegible] to help them do this job through [illegible] facilities of my station. But I [illegible] want them "running me" and I [illegible] want them to be running and [illegible] nating meetings I have with my [illegible] broadcasters.

Again, John, I want to congratulate you on your withdrawal. It is the only remaining way an independent broadcaster has of protesting and signifying his dissatisfaction with the network domination and network control management of the organization known by the name of National Association of Broadcasters.

ED. CRANEY,
KGIR, Inc., Butte, Mont.

Editor, BROADCASTING:

How your dear readers have been able to wait for this week's installment of our thrilling new serial "Why Resigned from the NAB" or "From Shepard to Damm with Gun and Camera" I do not know.

Last week your author received corroboration from his Milwaukee colleague that your author hopes that this instalment will bring this thrilling serial to a close.

All right, so Mr. Damm *didn't* resign because of a difference of opinion on reclassification of dues, but he *did* resign because he disagreed with "the way the NAB was being operated. Like Great Grandpappy Holliway in Placerville, in the days of the Gold Rush, they didn't hang him for robbing sluice-boxes—they hung him for stealing horses.

HARRISON HOLLIWAY,
Vice-President & General Manager,
KFI-KECA, Los Angeles.

WRAK to Join NBC

WRAK, Williamsport, Pa., operating on 1400 kc., 250 watts, unlimited time, on July 1 will join NBC as a basic supplementary station available to advertisers using WBRE, Wilkes-Barre, Pa. Owned by WRAK Inc., the station has an evening hour rate of $60, while cut-in announcements are $5 nighttime, $3 daytime and $4 Sunday afternoon. With the announcement also that WMVA, Martinsville, W. Va., becomes an NBC bonus outlet with WSJS, Winston-Salem, N. C., on June 11, NBC now has a total of 138 affiliates. WMVA operates on 1450 kc., 250 watts, unlimited time.

More Changes in Serial By Procter & Gamble

PROCTER & GAMBLE Co., Cincinnati, on June 29 will make the following time changes and will renew for 52 weeks its quarter-hour Monday through Friday serial programs on NBC: *Lone Journey* (Dreft), on 19 stations 11:30-11:45 a.m. will shift to 10:45-11 a.m., *Road of Life* (Chipso), on 38 stations 11:30-11:45 a.m. to 11-11:15 a.m.; *Against the Storm* (Ivory Soap), on 81 stations 3-3:15 p.m. to 11:30-11:45 a.m.; *Story of Mary Marlin* (Ivory Snow), on 58 stations 10:45-11 a.m. to 3-3:15 p.m.

No time change will be made for *Vic & Sade* (Crisco), on 71 stations 11:15-11:30 a.m., *Ma Perkins* (Oxydol), on 81 stations 3:15-3:30 p.m., *Pepper Young's Family* (Camay), on 78 stations 3:30-3:45 p.m., *Right to Happiness* (White Naptha), on 66 stations 3:45-4 p.m. Agencies are Blackett-Sample-Hummert, Chicago, for Dreft and Oxydol; Pedlar & Ryan, New York, for Chipso and Camay; Compton Adv., New York, for Crisco, Ivory and White Naptha; Benton & Bowles, New York, for Ivory Snow.

Wise Adds Spots

WM. WISE & SONS, New York, is using a total of eight stations in different parts of the country for promotion of its *Aircraft Spotter's Guide.* Including five-minute and quarter-hour participations six times weekly on various programs the campaign is heard on WPEN, WMEX, KFBK, KMJ, WGY, WHN, KPO and KPAS. Agency is Huber Hoge & Sons, New York.

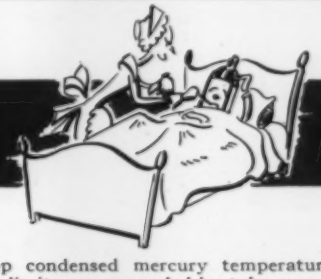
Drawn for BROADCASTING by Sid Hix

"Remember Our Act? We Were 'Six Guys And a Gal' Before The Draft!"

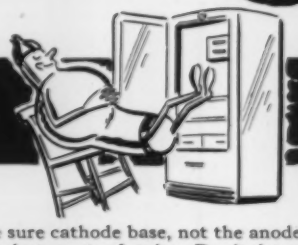
How to Get Longer Life from Your MERCURY-VAPOR TUBES

Here's a four-word formula to make your mercury-vapor tubes last longer—"Handle carefully; operate conservatively." Below are a few suggestions to help you put this formula into effect. They will help prevent many of the causes of tube failure, such as: loss of emission, high arc-drop, cathode bombardment, arc-backs, the liberation of gas, and cathode failure. These safeguards are applicable to such tubes as the following General Electric mercury-vapor rectifiers: GL-266B, GL-857B, GL-866A/866, GL-869B, GL-872, GL-872A. For more complete instructions on operation and handling, write for Bulletin GEH-977B. Also list the types of G-E mercury-vapor rectifiers you are now using. We shall be glad to send you complete service information designed to help you get the most out of your mercury-vapor tubes. *General Electric, Schenectady, N. Y.*

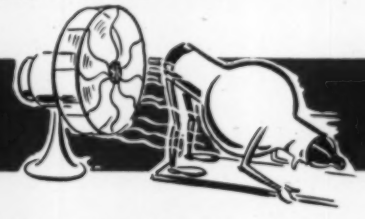
1
Keep tubes upright and avoid splashing mercury around. When tubes are first placed in operation, be sure to apply cathode voltage *alone* until mercury is properly distributed.



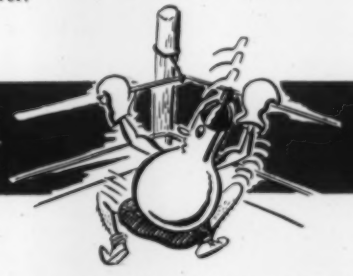
2
Keep condensed mercury temperature within limits recommended by tube manufacturer.



3
Be sure cathode base, not the anode end, is coolest part of tube. Don't let drafts blow on tubes. Never allow the mercury to condense at the anode end.



4
If you use forced air against the bottom of the tube, keep the blower on for a few minutes after shutting filaments down.

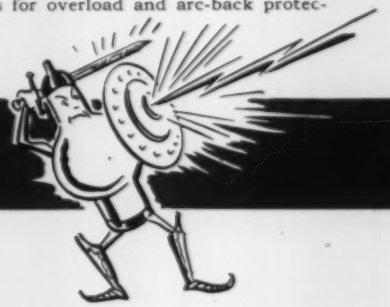


5
Allow plenty of filament warm-up time before applying anode voltage.

6
Keep peak inverse anode voltage and peak current as low as possible for satisfactory operation. Use adequate protective devices for overload and arc-back protection.

7
Do not allow the cathode voltage (measured at the pins) to deviate more than five per cent from the rated value.

8
Don't overload tubes, even for short periods. Maintain full cathode voltage during standby operation when tube is operated without load.



9
Protect the tubes adequately against the effects of r-f.

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